

Appendix A

1.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

2.

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

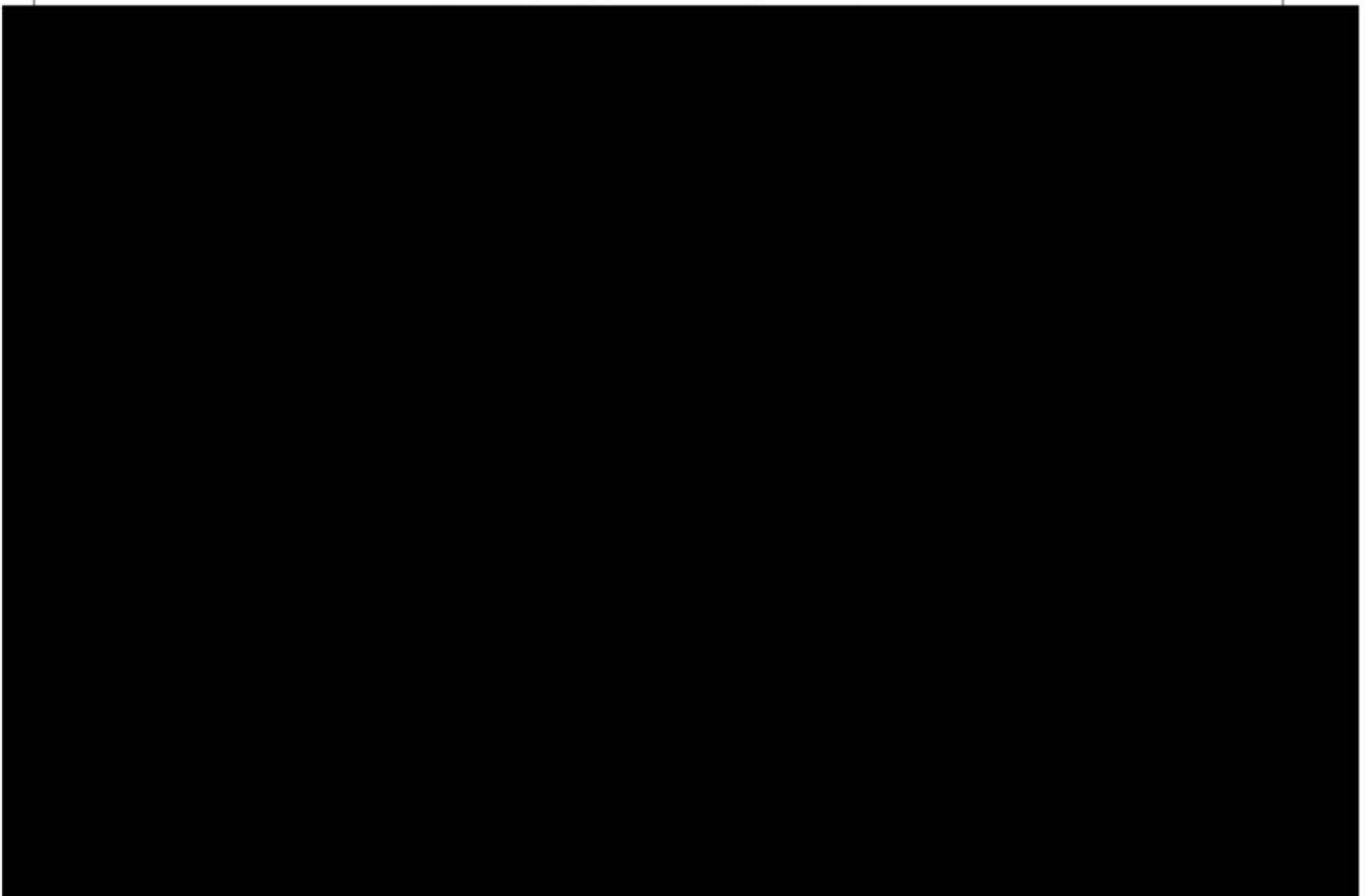
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Figure A.1 Nielsen Ratings vs. STB Viewership Ratings - April 2010
(Ratings Depicted as Logarithms)



3. [REDACTED]

[REDACTED]

4. [REDACTED]

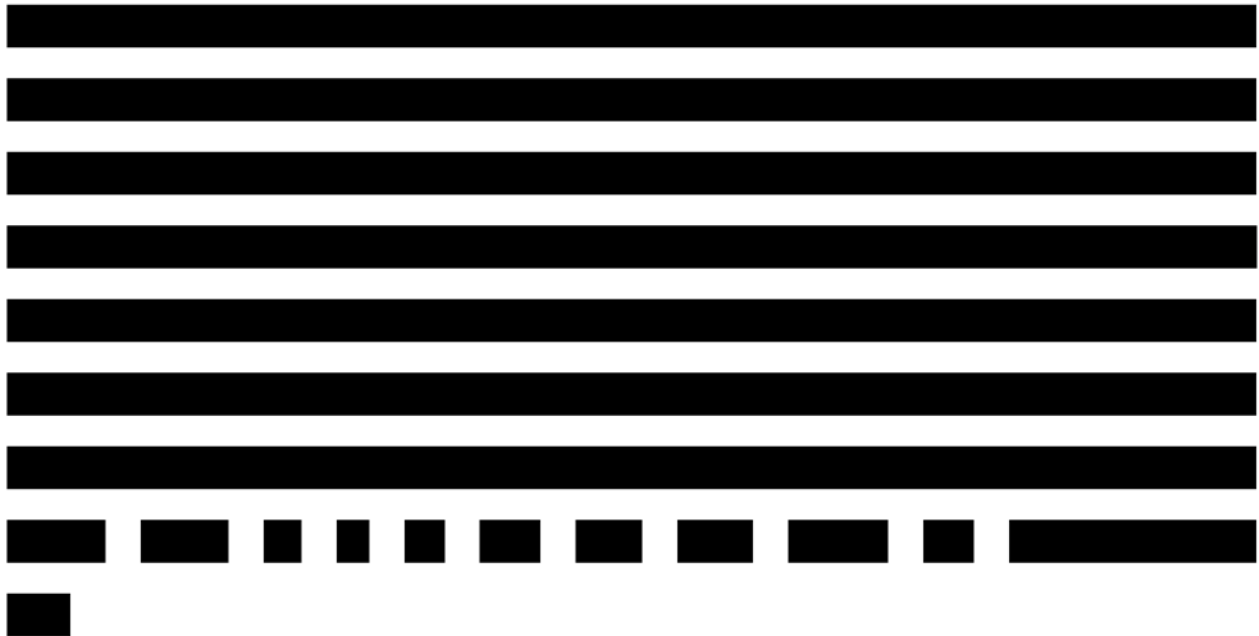
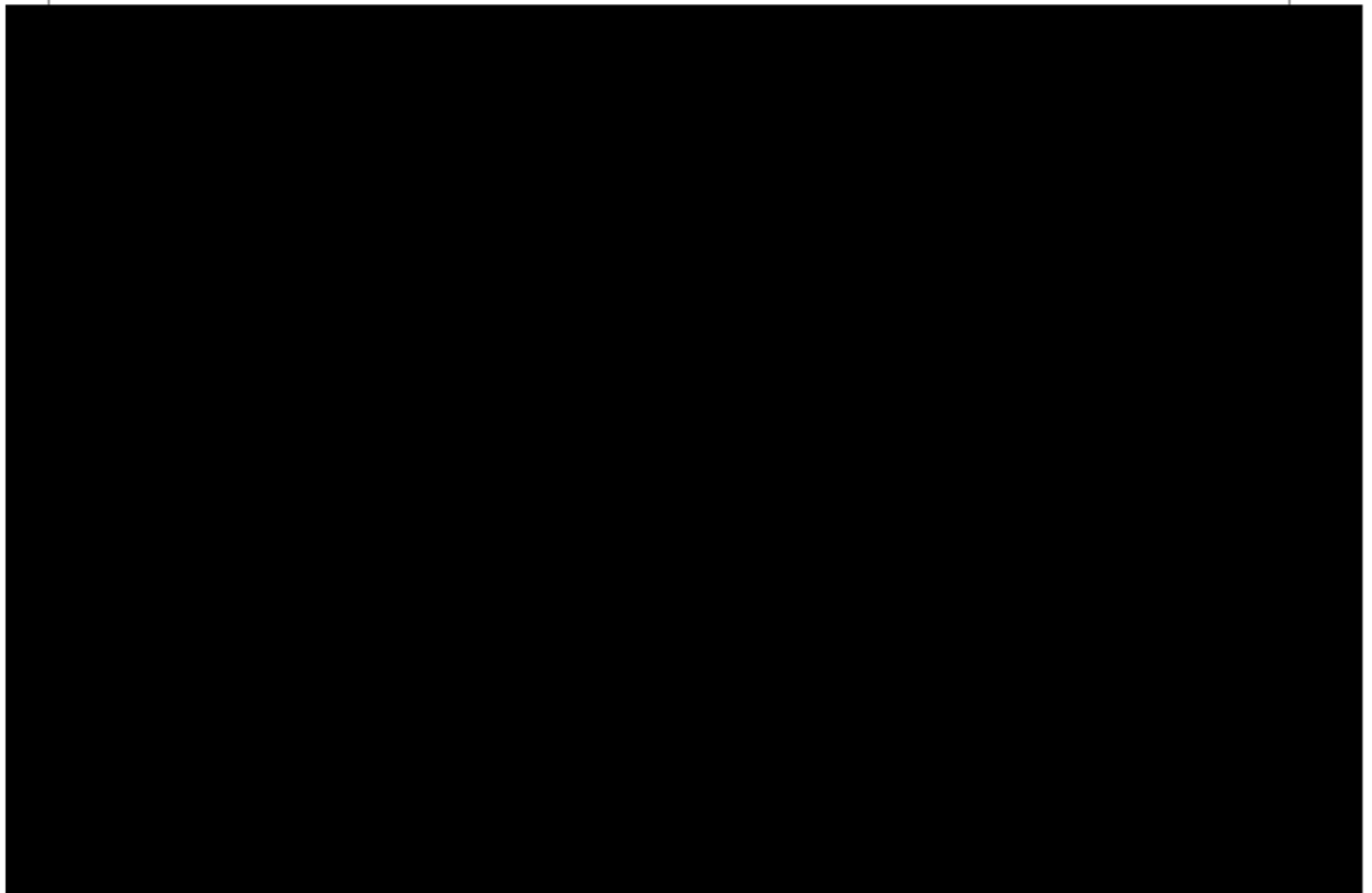


Figure A.2 Nielsen Ratings vs. STB Viewership Ratings - April 2011
(Ratings Depicted as Logarithms)



4.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Appendix B

1. Below I present details of a test of whether the retiering of GSN has resulted in a significant increase of WE tv's viewership.¹ Estimation of the effects of Cablevision's decision to retier GSN on household viewership of other networks is complicated by the fact that households' viewership decisions are affected by many factors and those factors may be changing over time. Because of this, a simple before-and-after examination of viewership shares risks attributing to the retiering decision trends in viewership that have some other cause.

2. To investigate the effect of Cablevision's decision to retier GSN on WE tv's share of viewers in the post-retiering period, I use an estimation technique known as "difference-in-differences." This is a standard econometric technique that does not rely on structural modeling, but rather compares changes in viewership shares for households that have been affected by the retiering decision to changes in viewership shares for households that have not been affected by the retiering decision. The households that have not been affected by Cablevision's retiering decision act as a control group to capture the general trends in viewership.

3. [REDACTED]

4. [REDACTED]

¹ The calculations of the retiering effects are analogous for other networks, including Wedding Central.

[illegible]

5. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

6.

Table B.2. Regression Results

The

21

7.

[REDACTED]

[REDACTED]

[REDACTED] 4 [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

8.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

9.

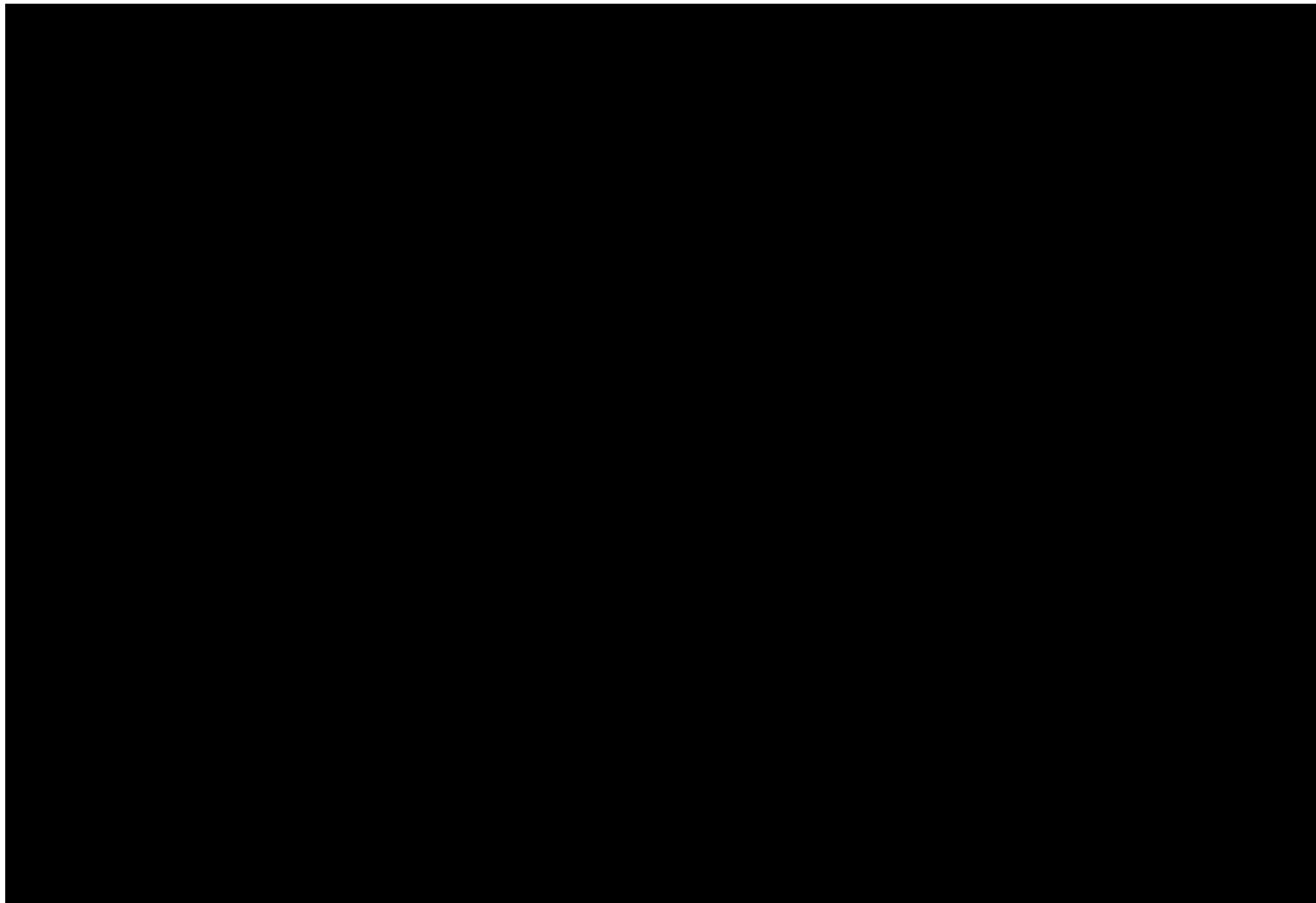
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

■ Table B.3. Effect of GSN Retiering on WE tv and Other Networks



Appendix C



Table C1. From CNN Switching Rates (April 2010)

A large, solid black rectangular box that completely obscures the content of Table C1. The box covers the majority of the page area below the caption.

Table C2. From Fox News Switching Rates (April 2010)

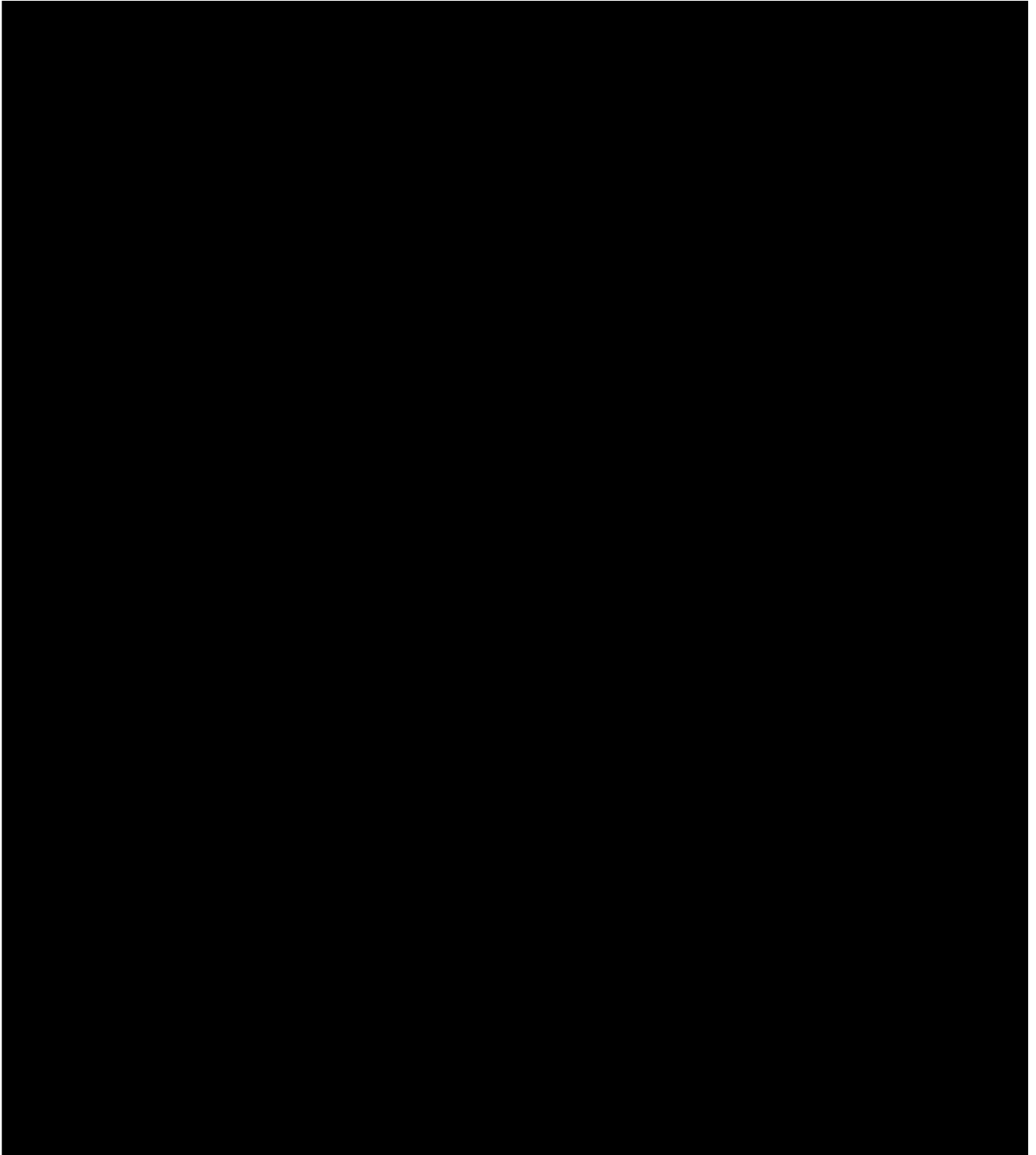


Table C3. From Nickelodeon Switching Rates (April 2010)

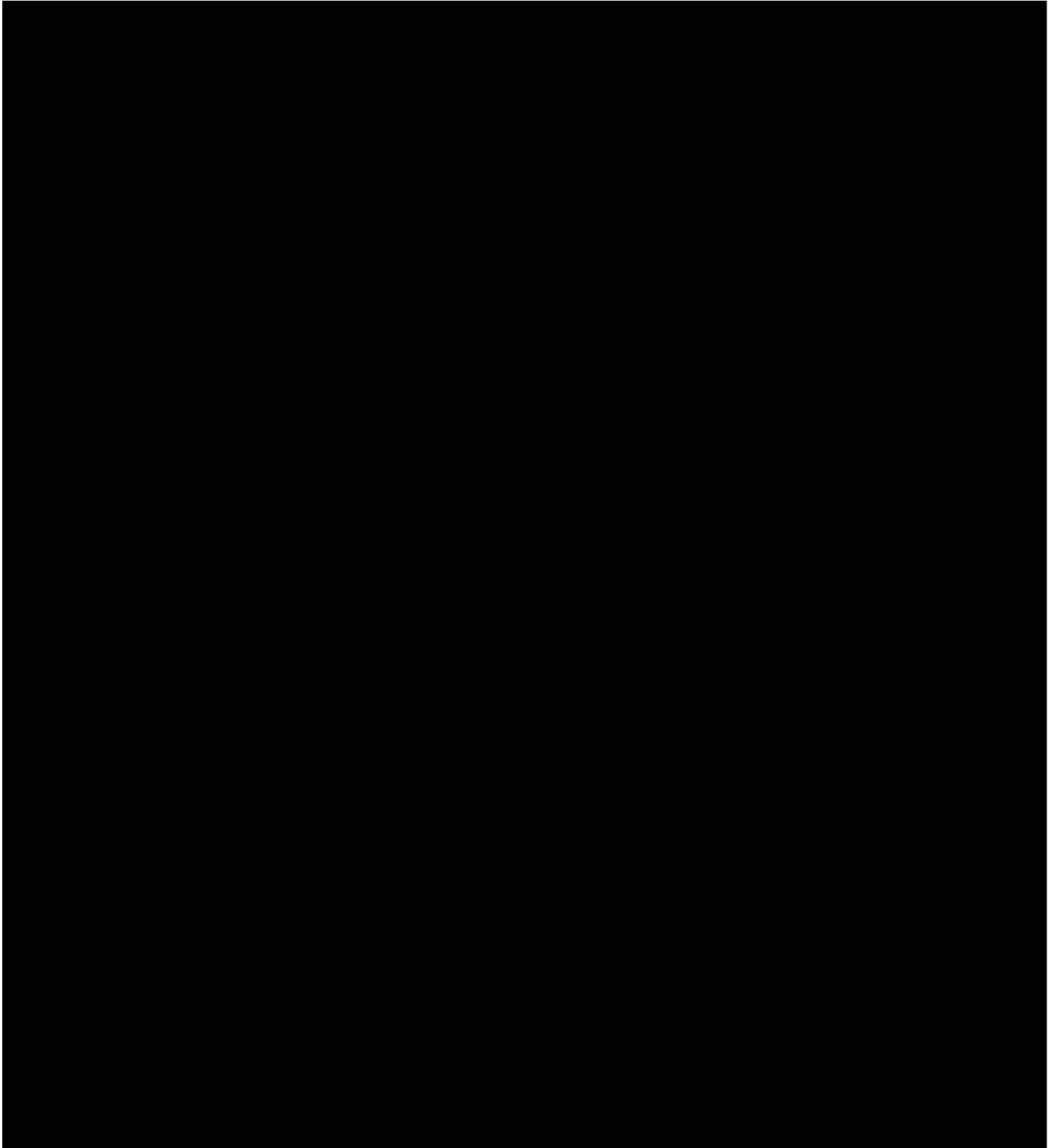


Table C4. From Disney Switching Rates (April 2010)

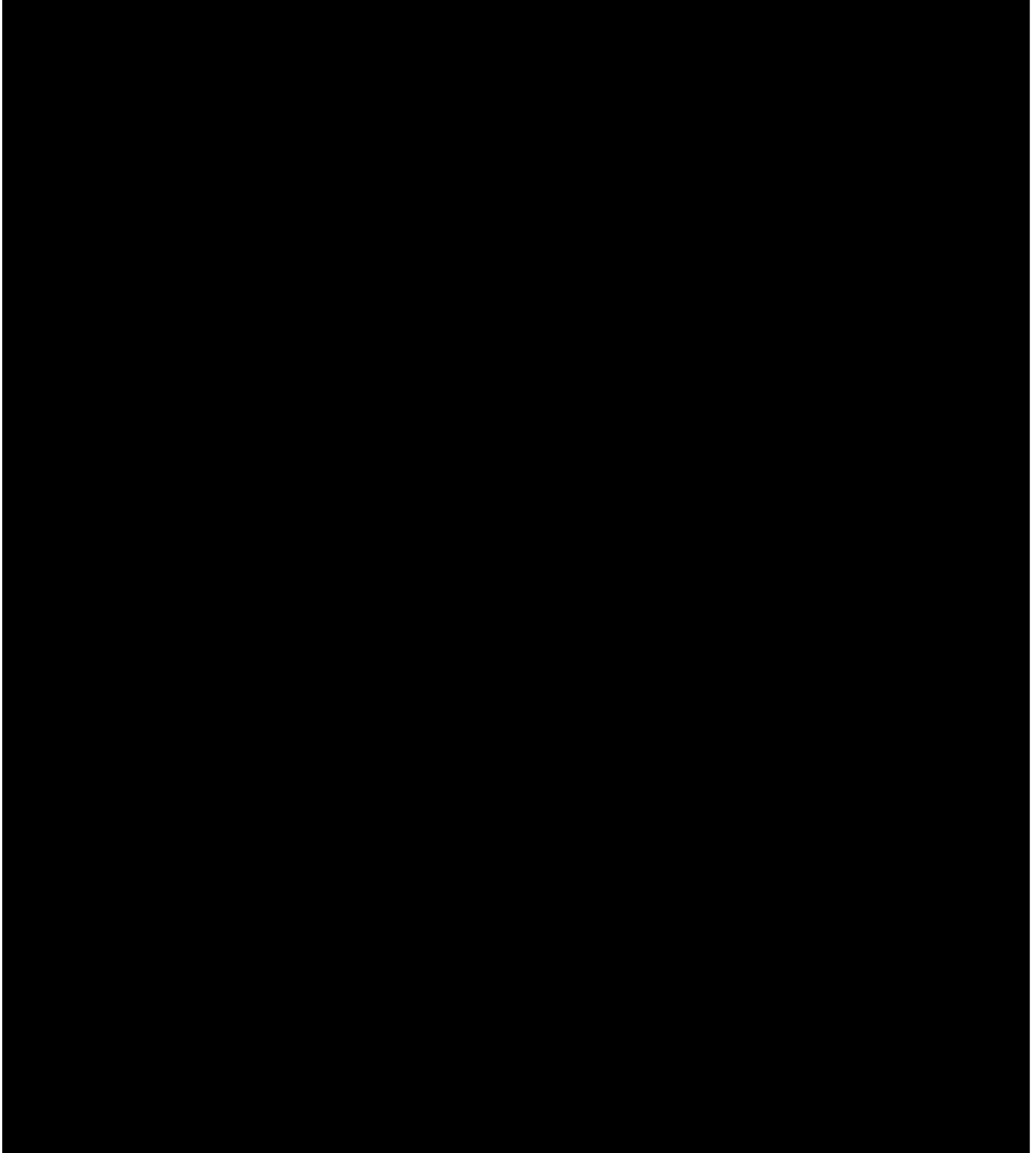


Table C5. From MTV Switching Rates (April 2010)

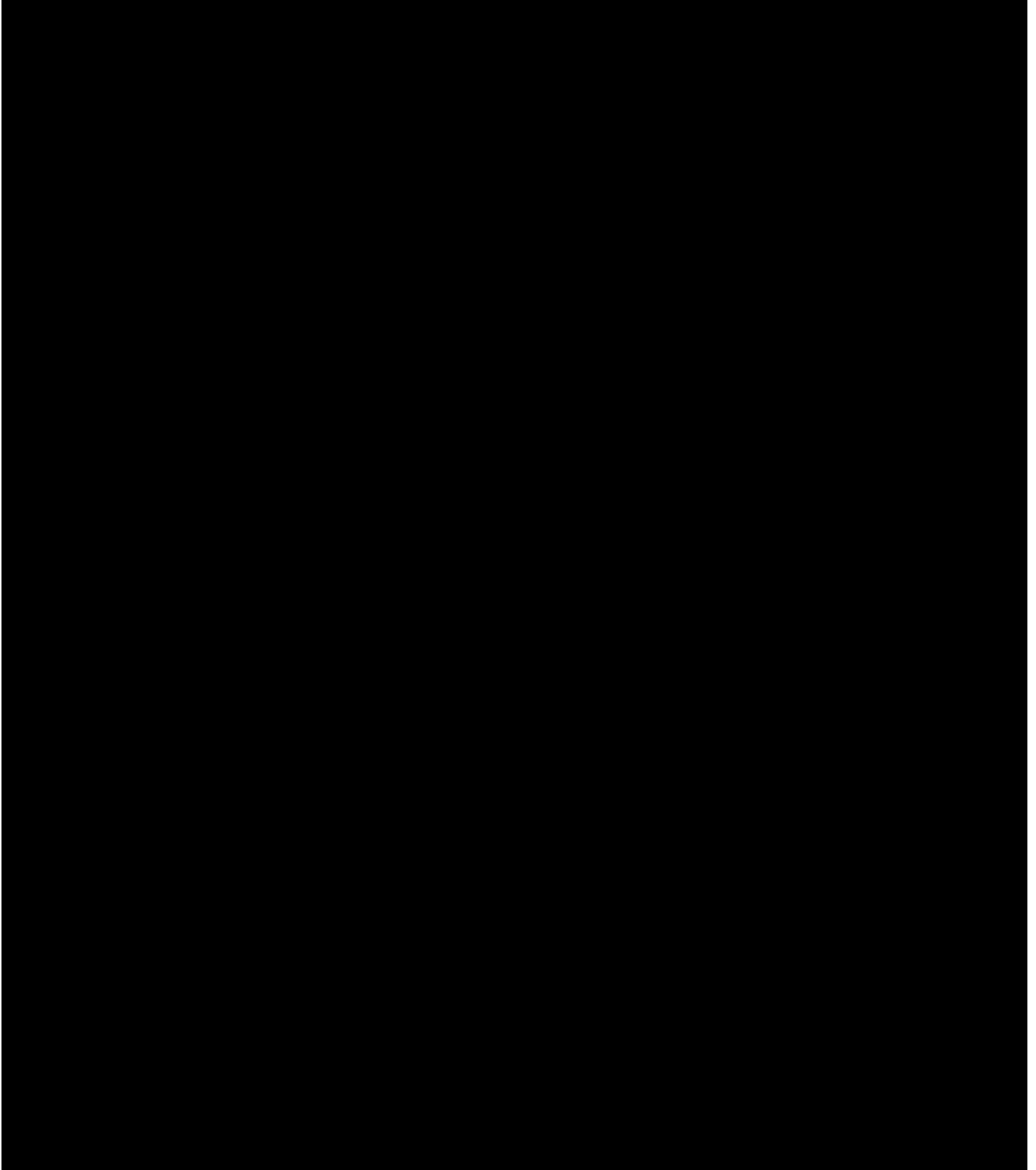


Table C6. From VH1 Switching Rates (April 2010)

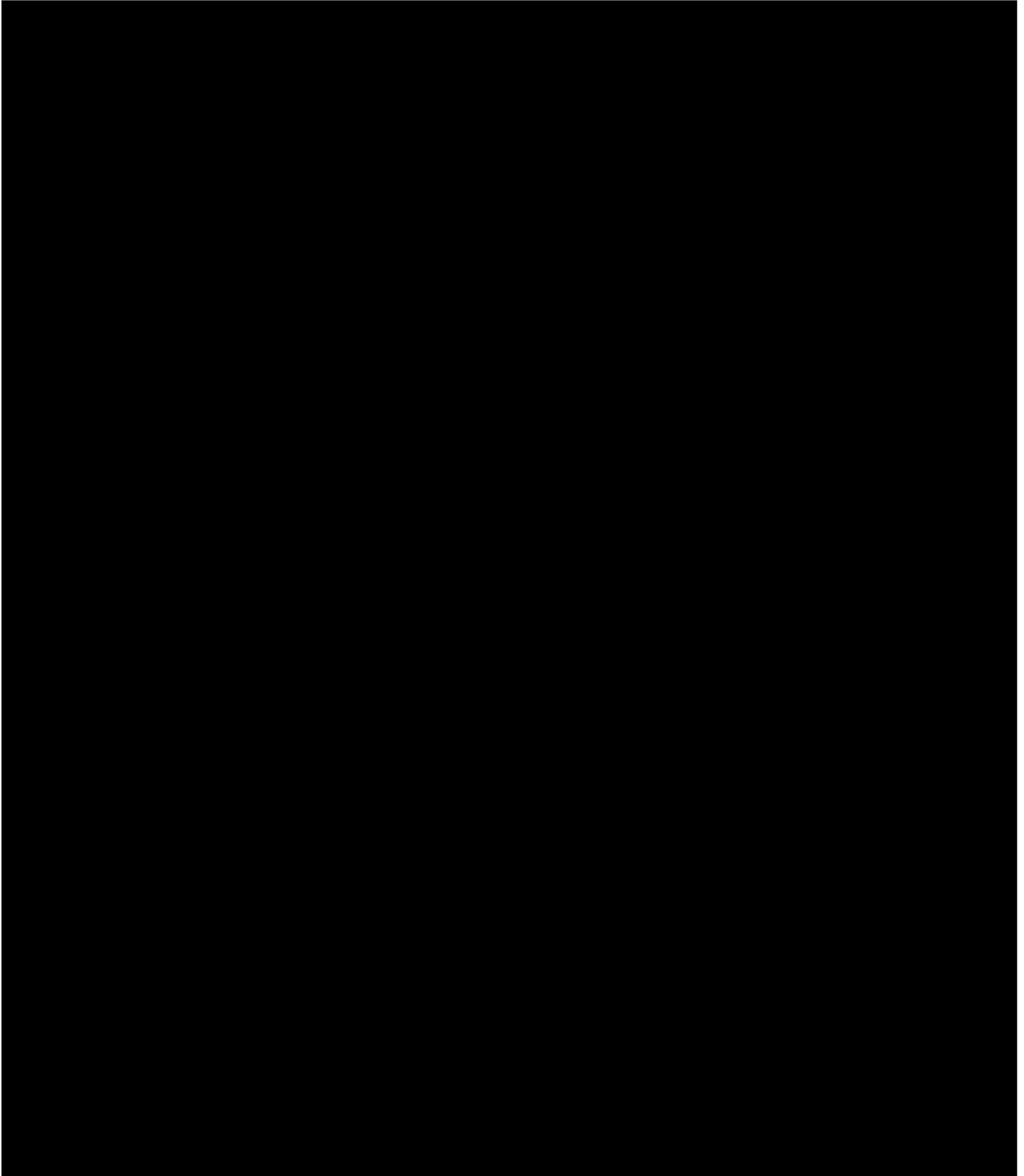


Table C7. From ESPN Switching Rates (April 2010)

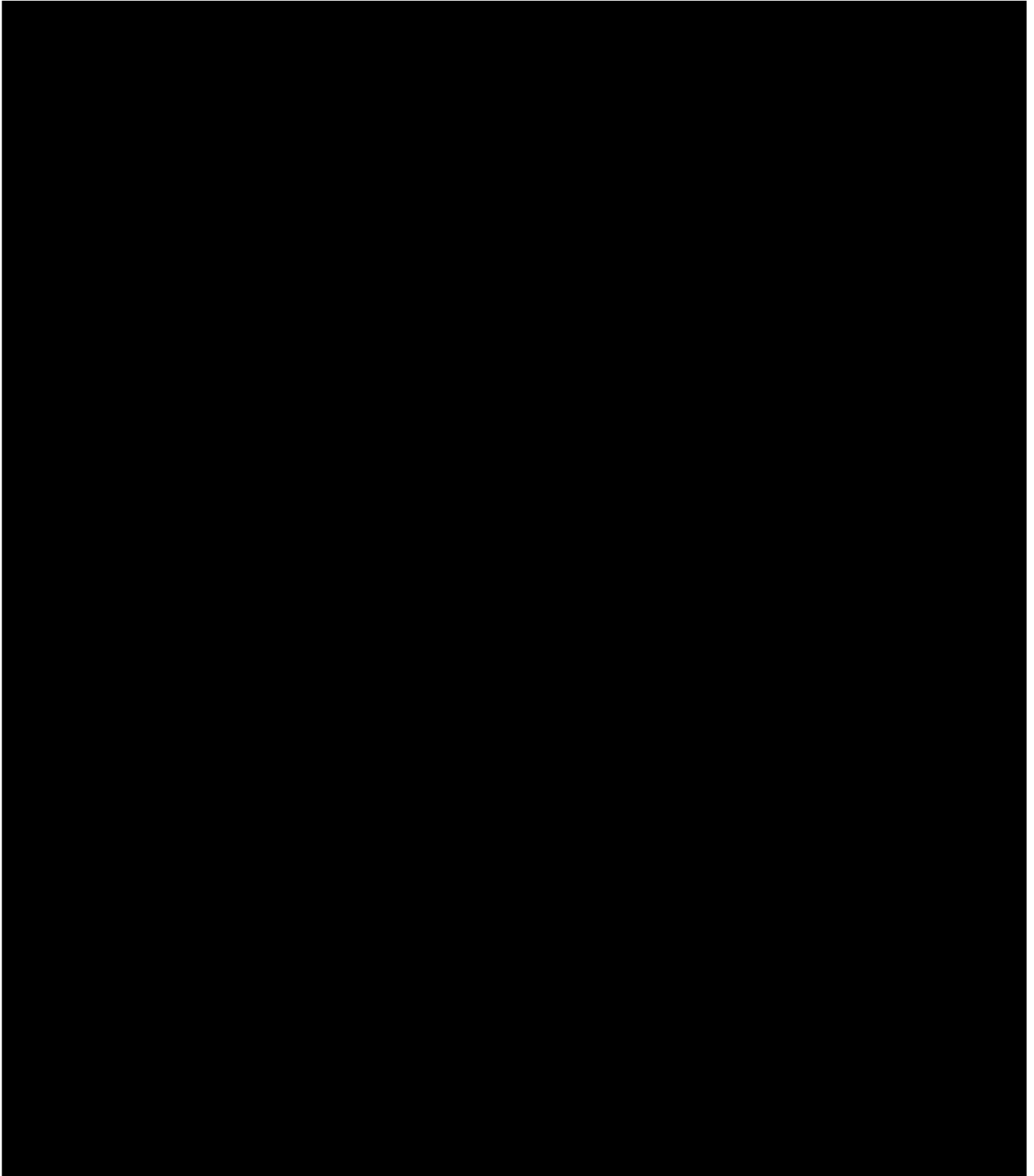


Table C8. From ESPN2 Switching Rates (April 2010)

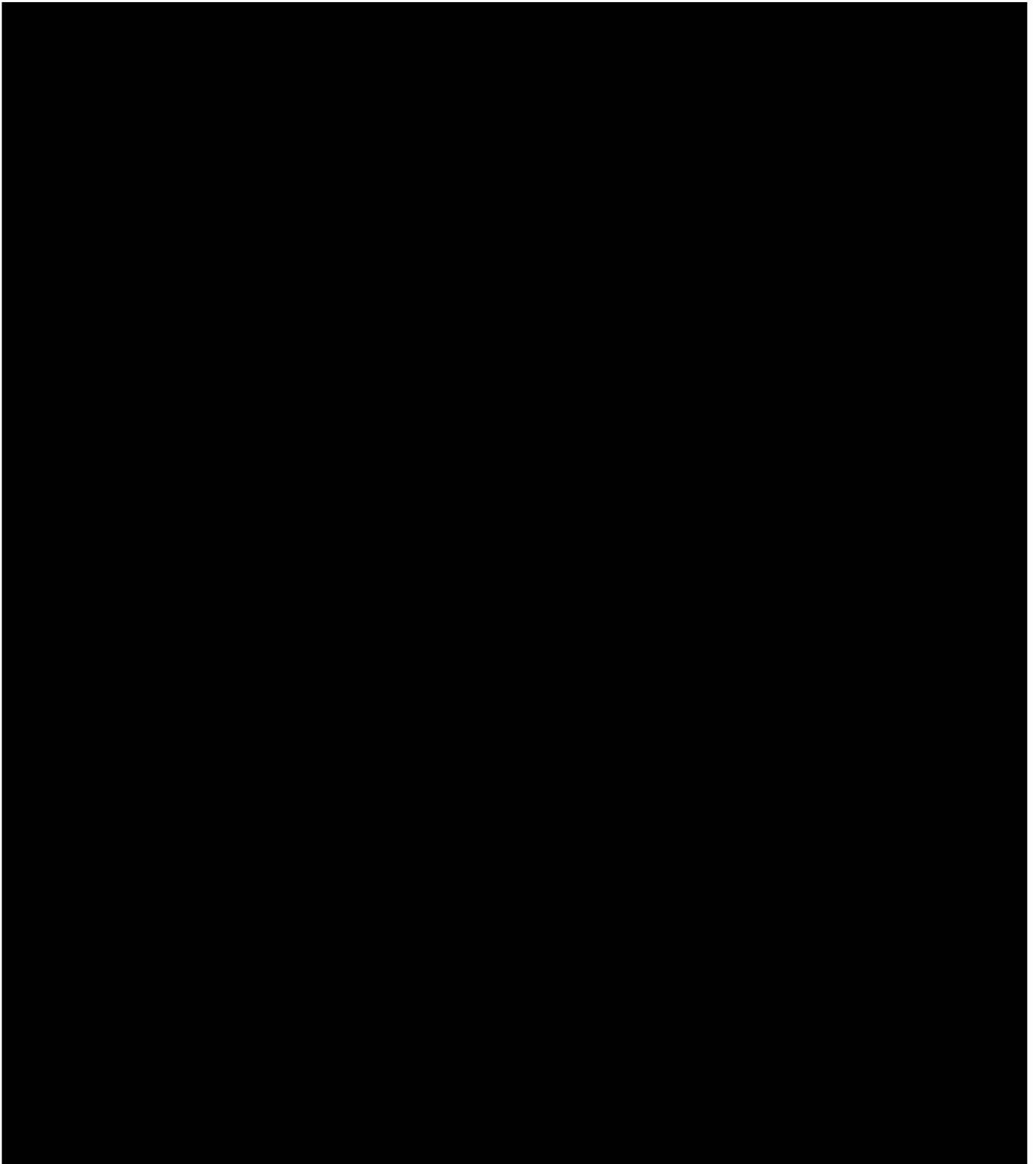


Table C9. From USA Switching Rates (April 2010)

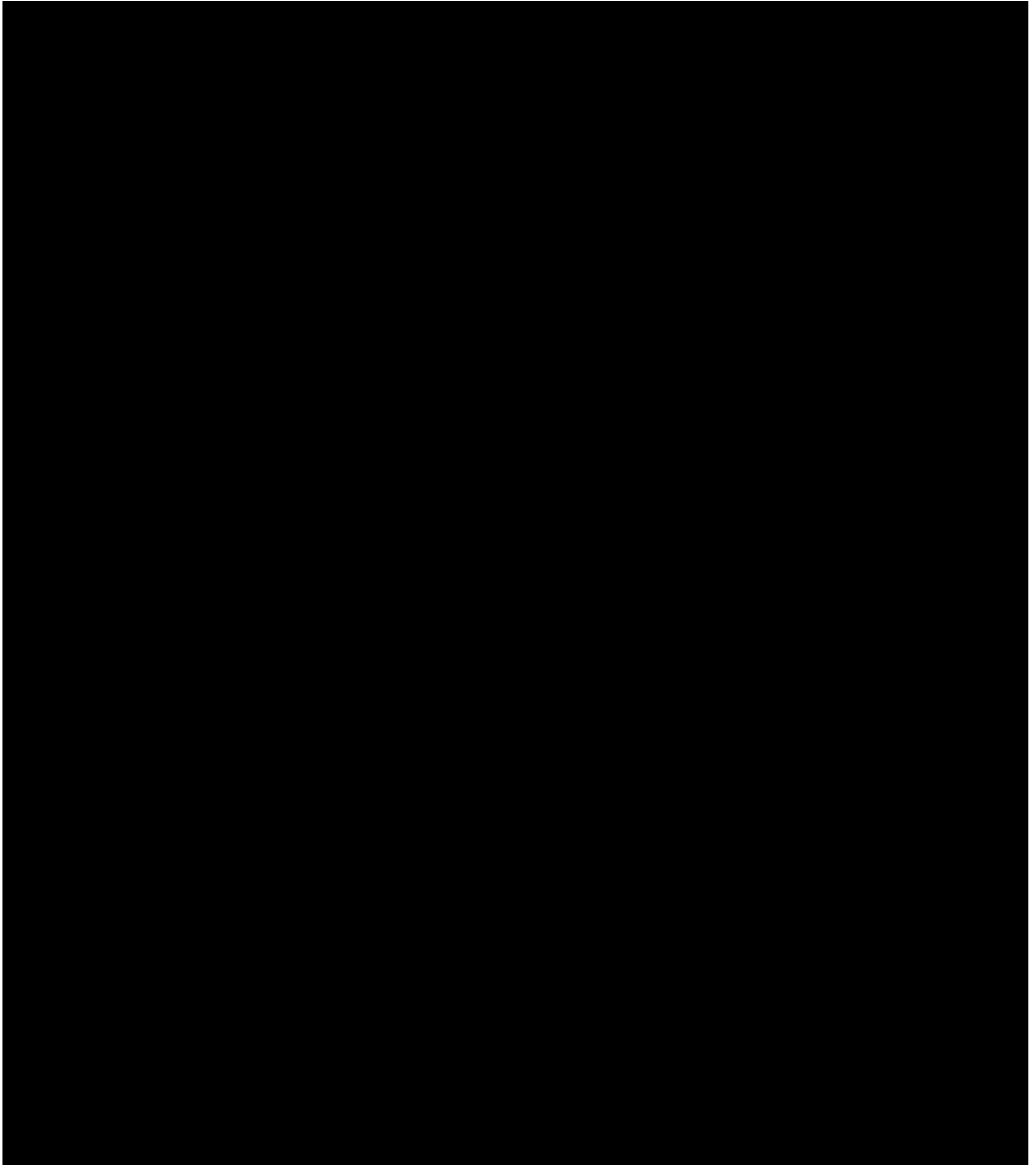
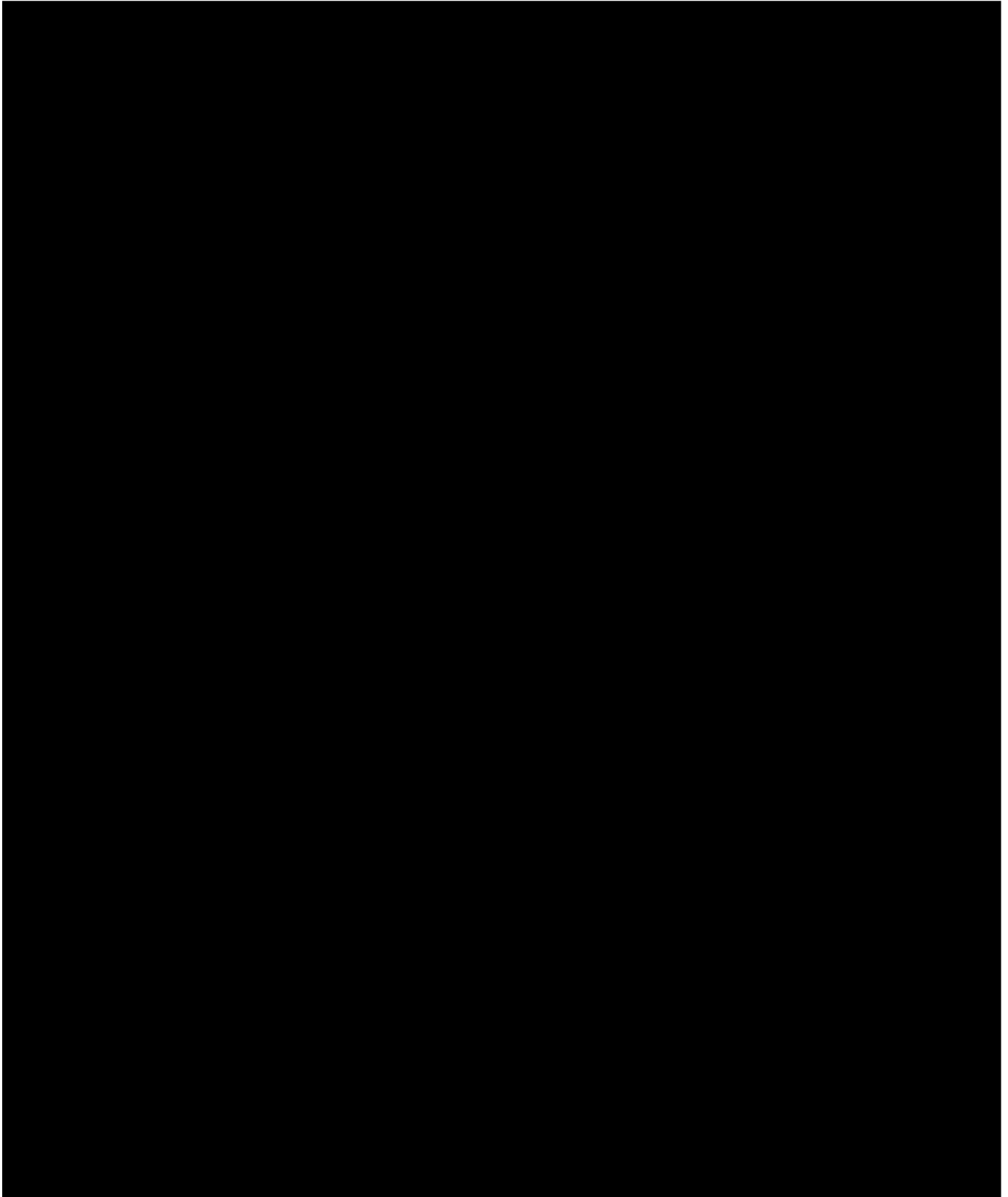


Table C10. From TNT Switching Rates (April 2010)



Appendix D



Table D1. CNN Viewer Network Share (April 2010)

A large, solid black rectangular area covering the majority of the page, used to redact the content of Table D1.

Table D2. Fox News Viewer Network Share (April 2010)

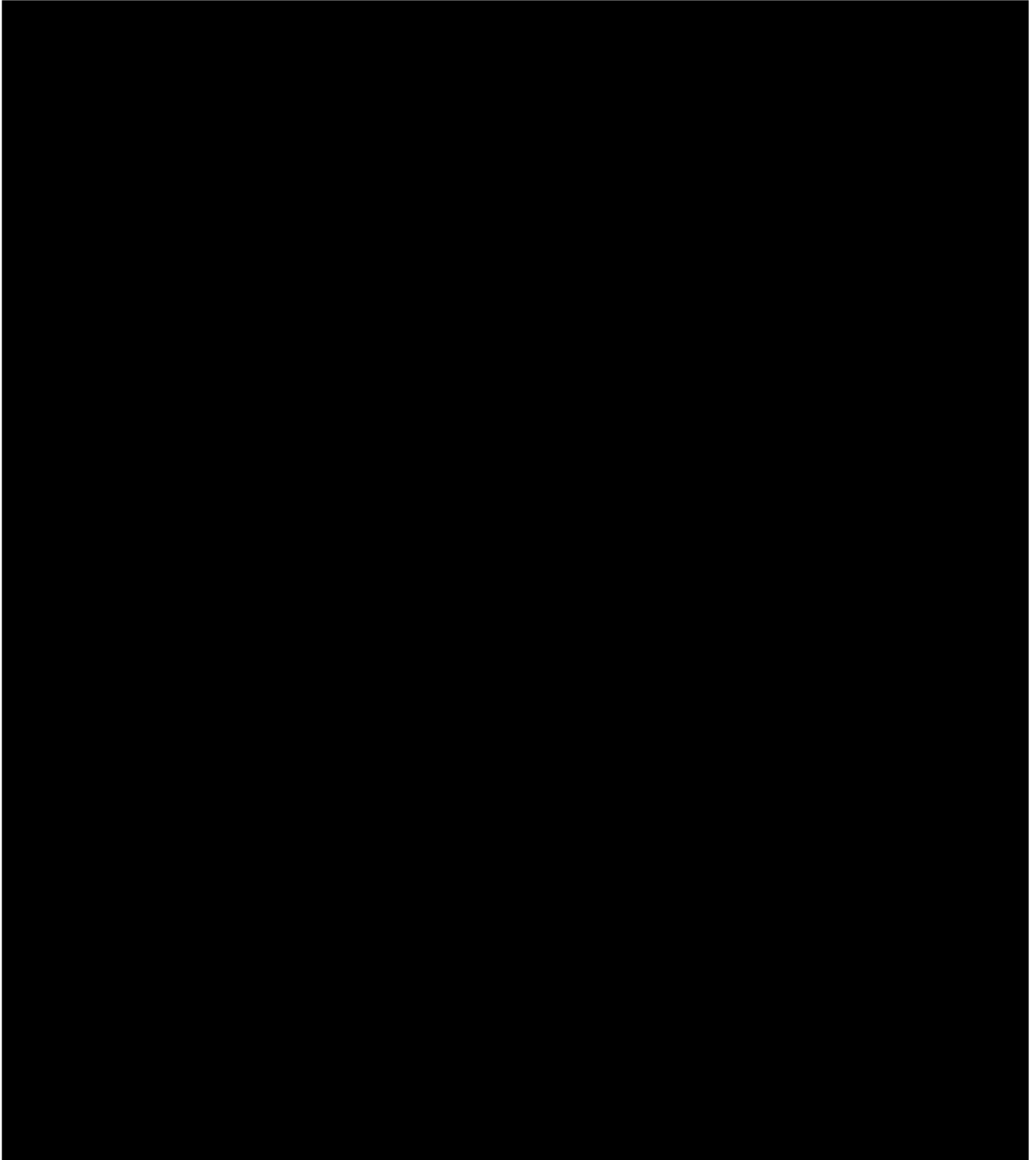


Table D3. MTV Viewer Network Share (April 2010)

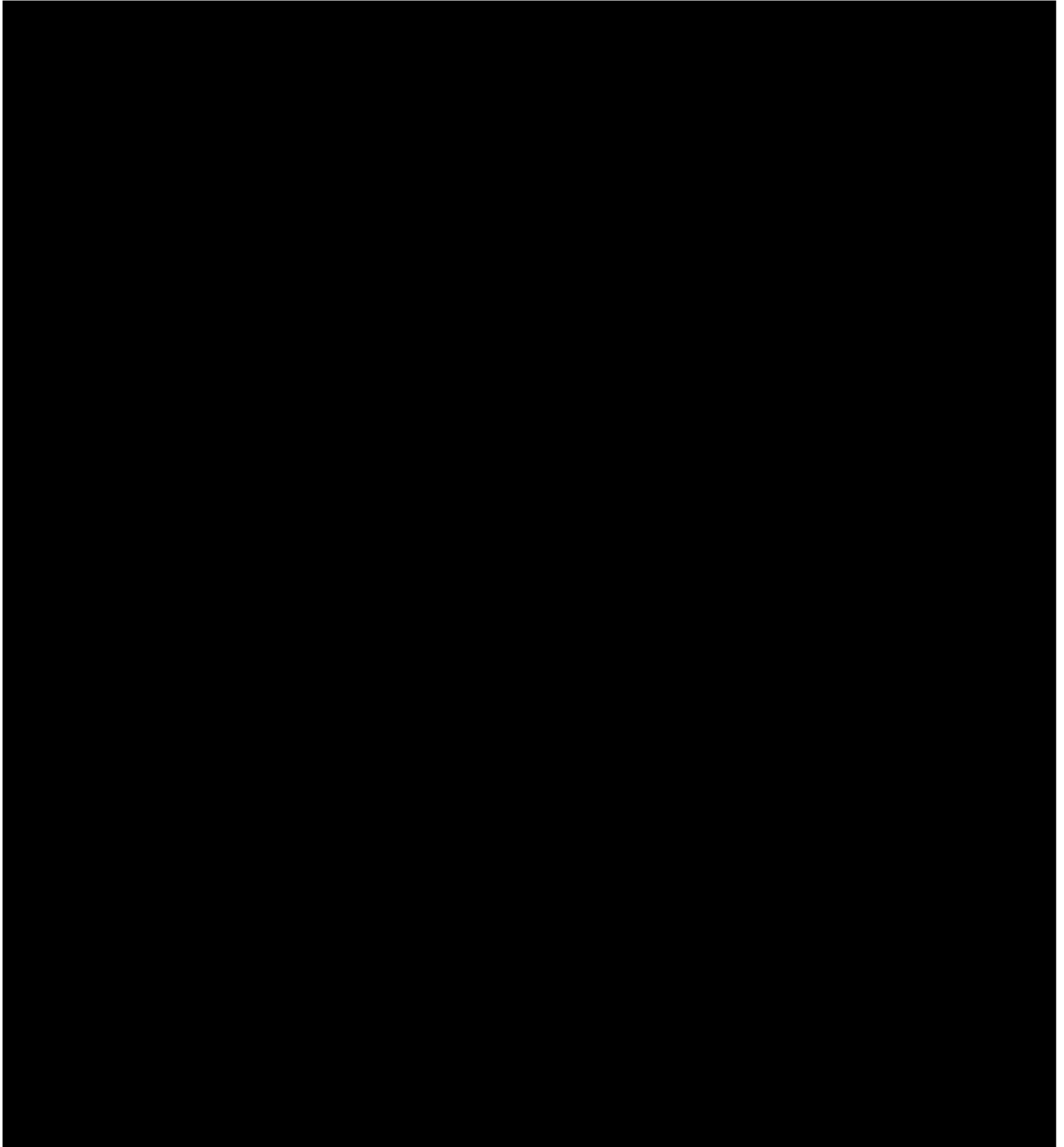


Table D4. VH1 Viewer Network Share (April 2010)

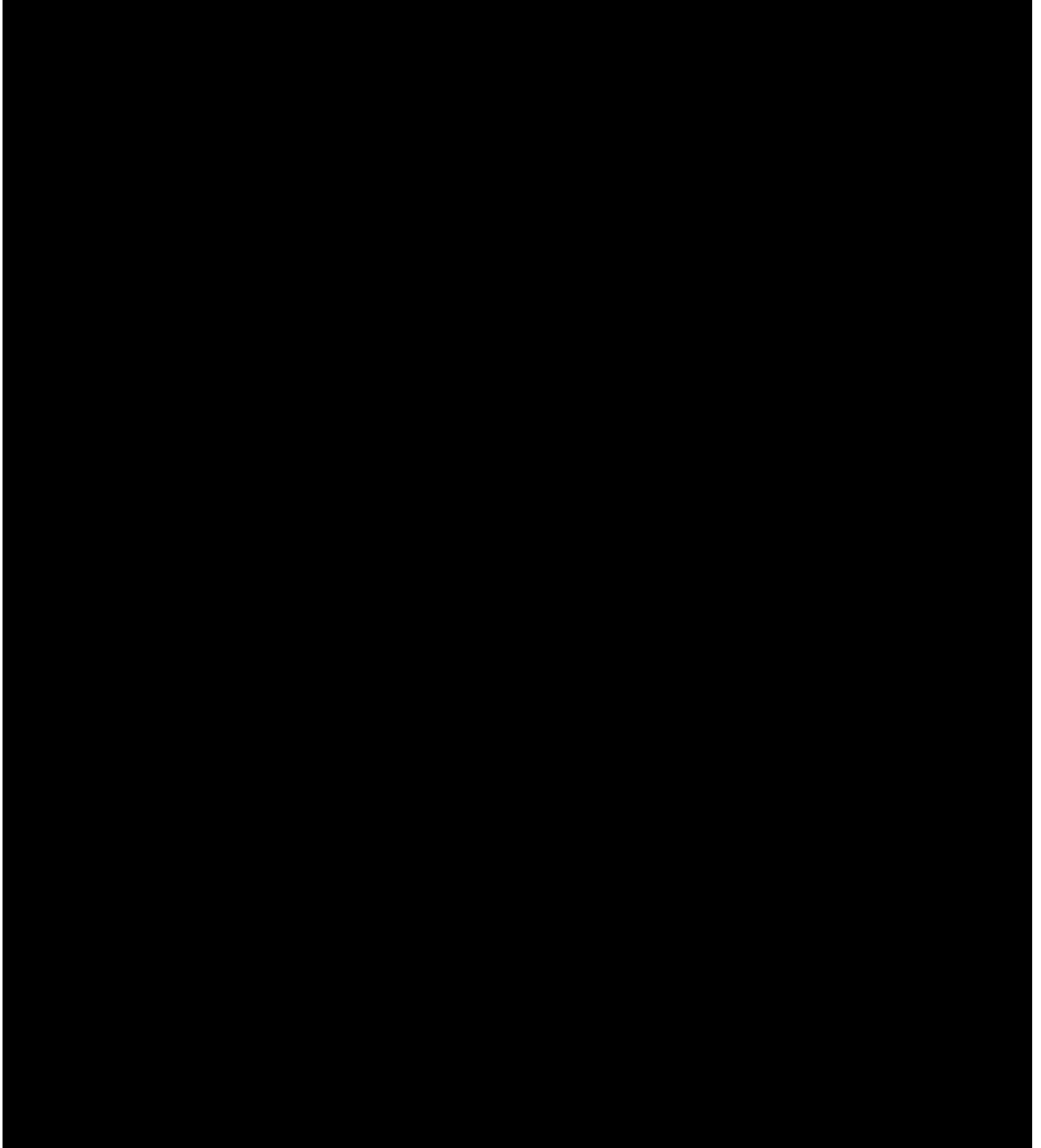


Table D5. Nickelodeon Viewer Network Share (April 2010)

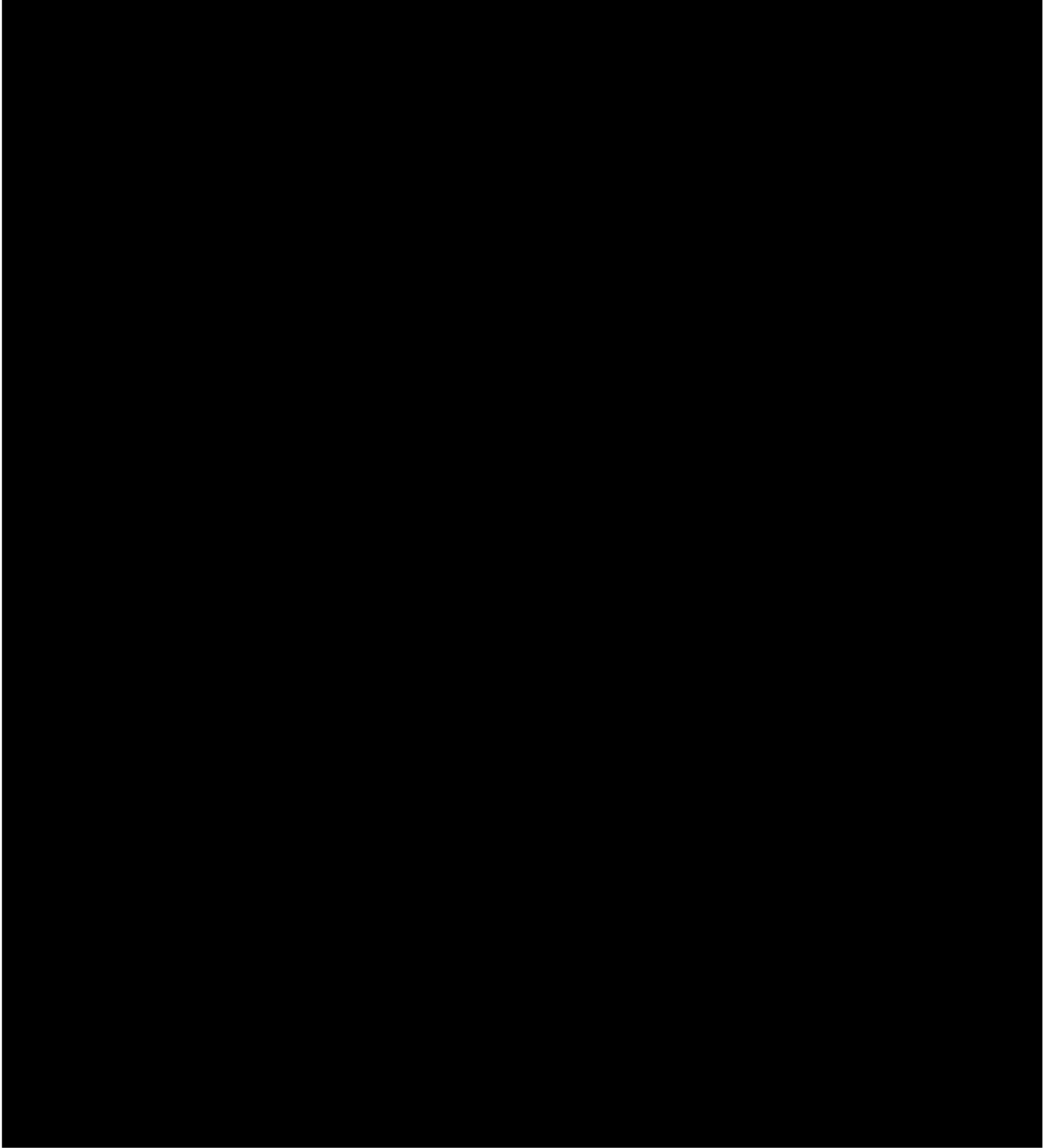


Table D6. Disney Viewer Network Share (April 2010)

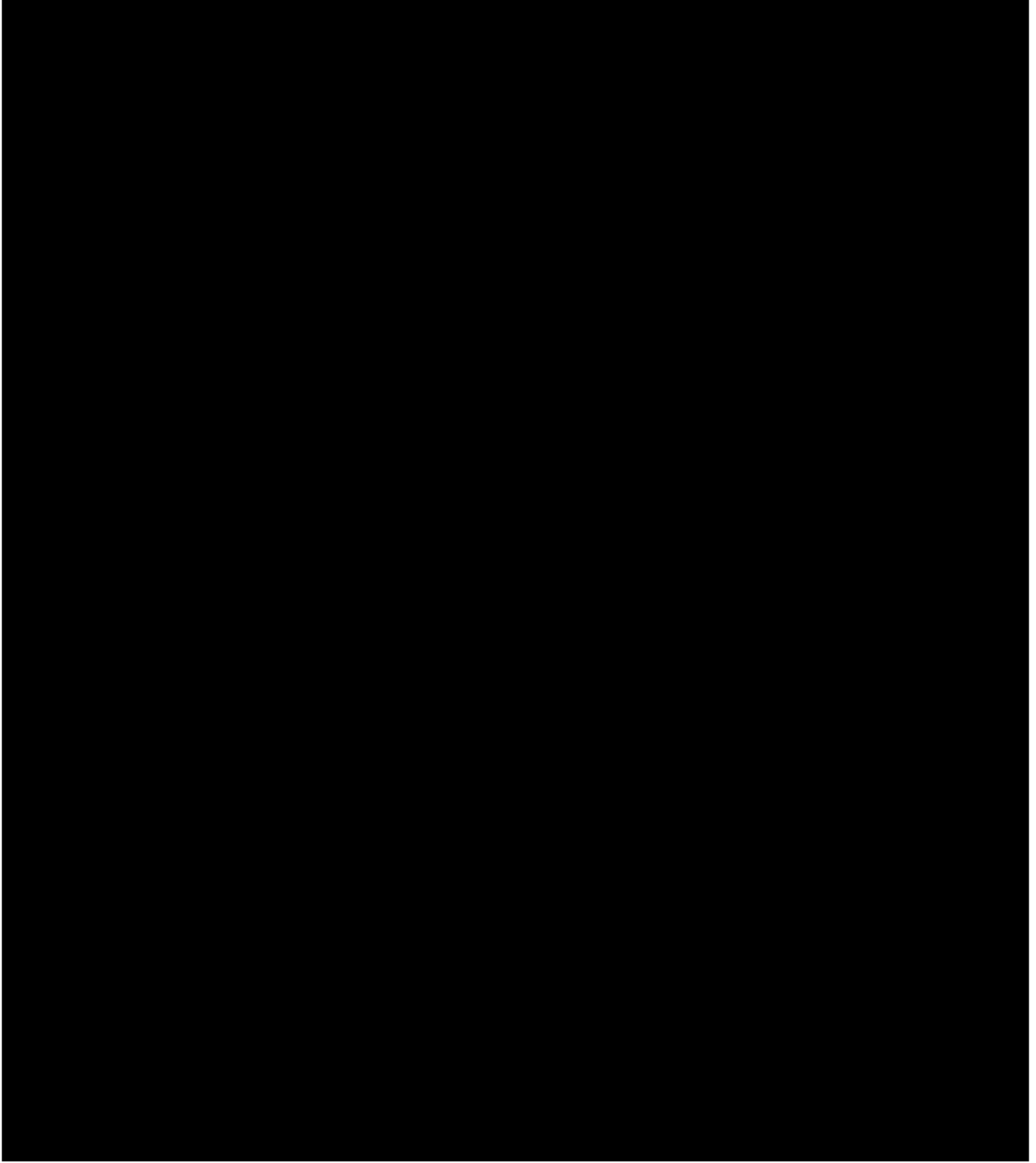


Table D7. ESPN Viewer Network Share (April 2010)

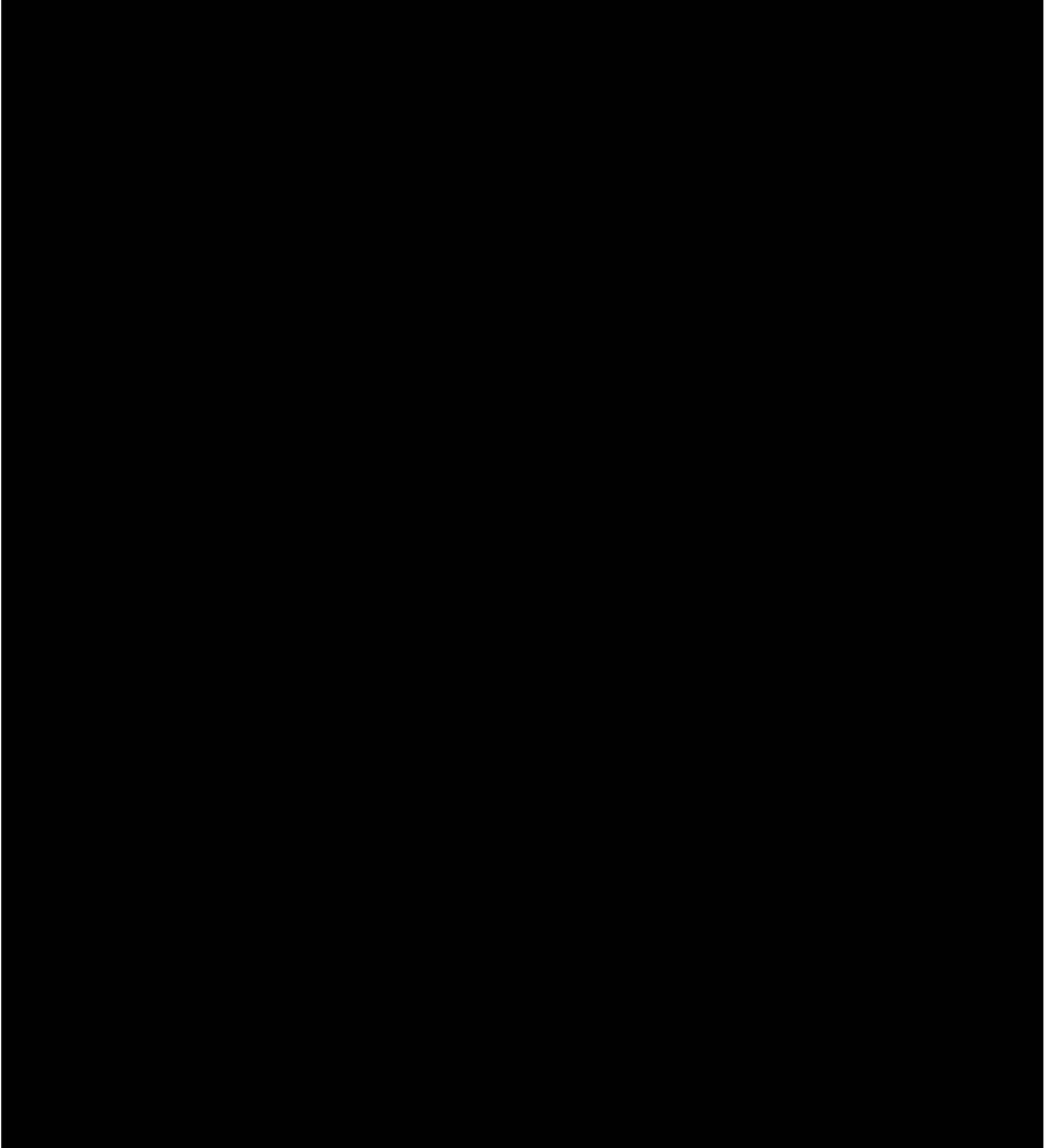


Table D8. ESPN2 Viewer Network Share (April 2010)

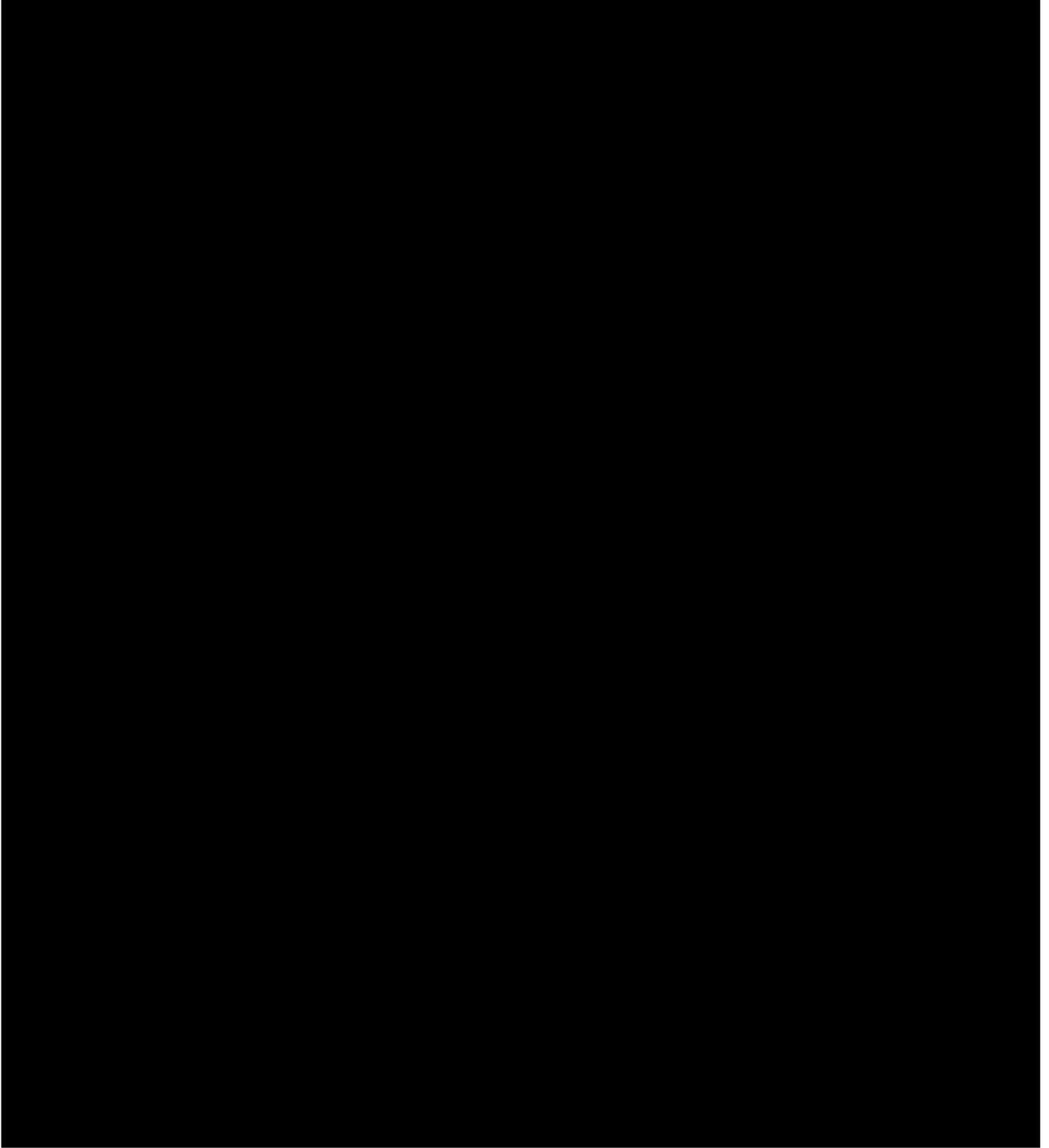


Table D9. TNT Viewer Network Share (April 2010)

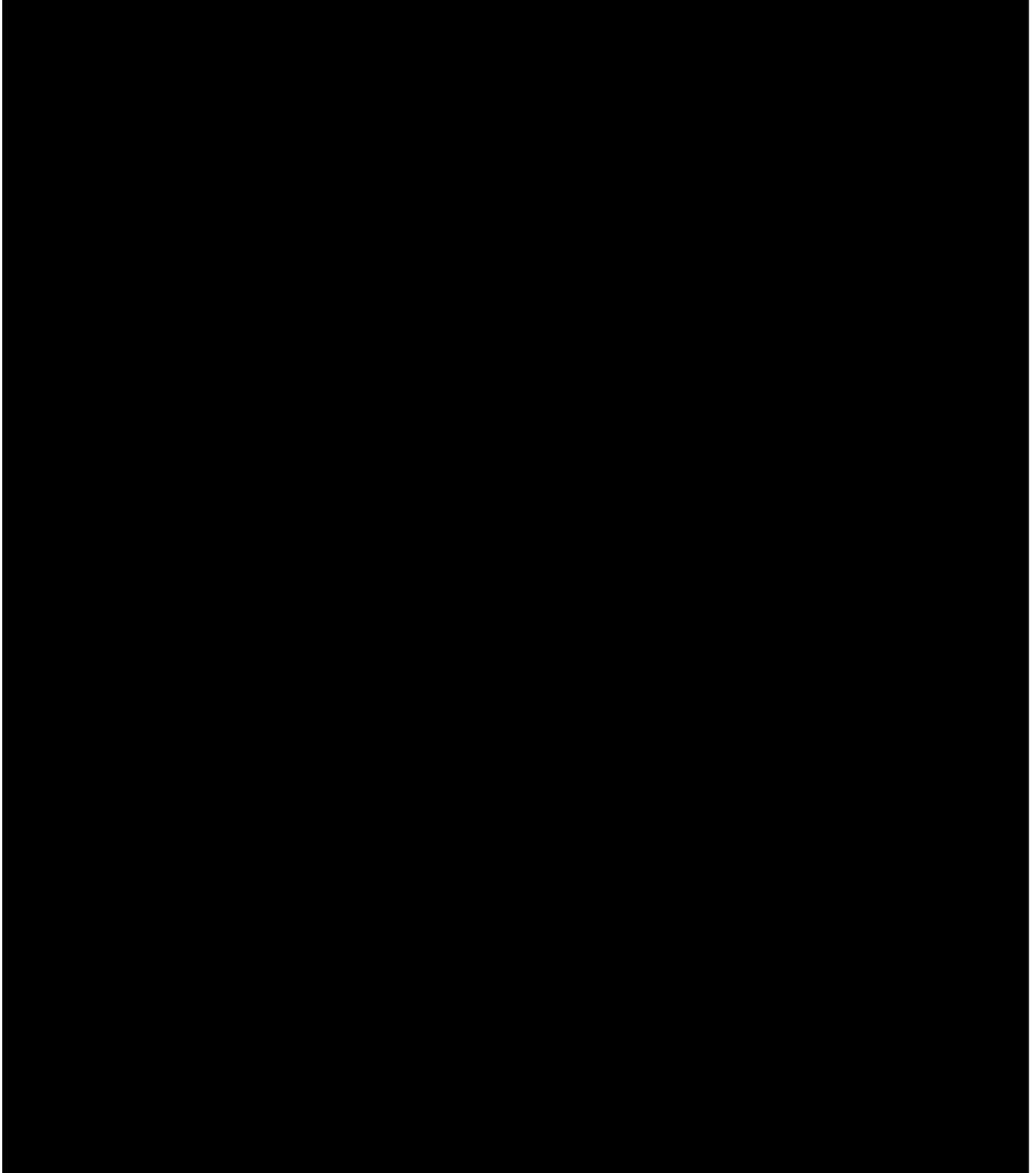
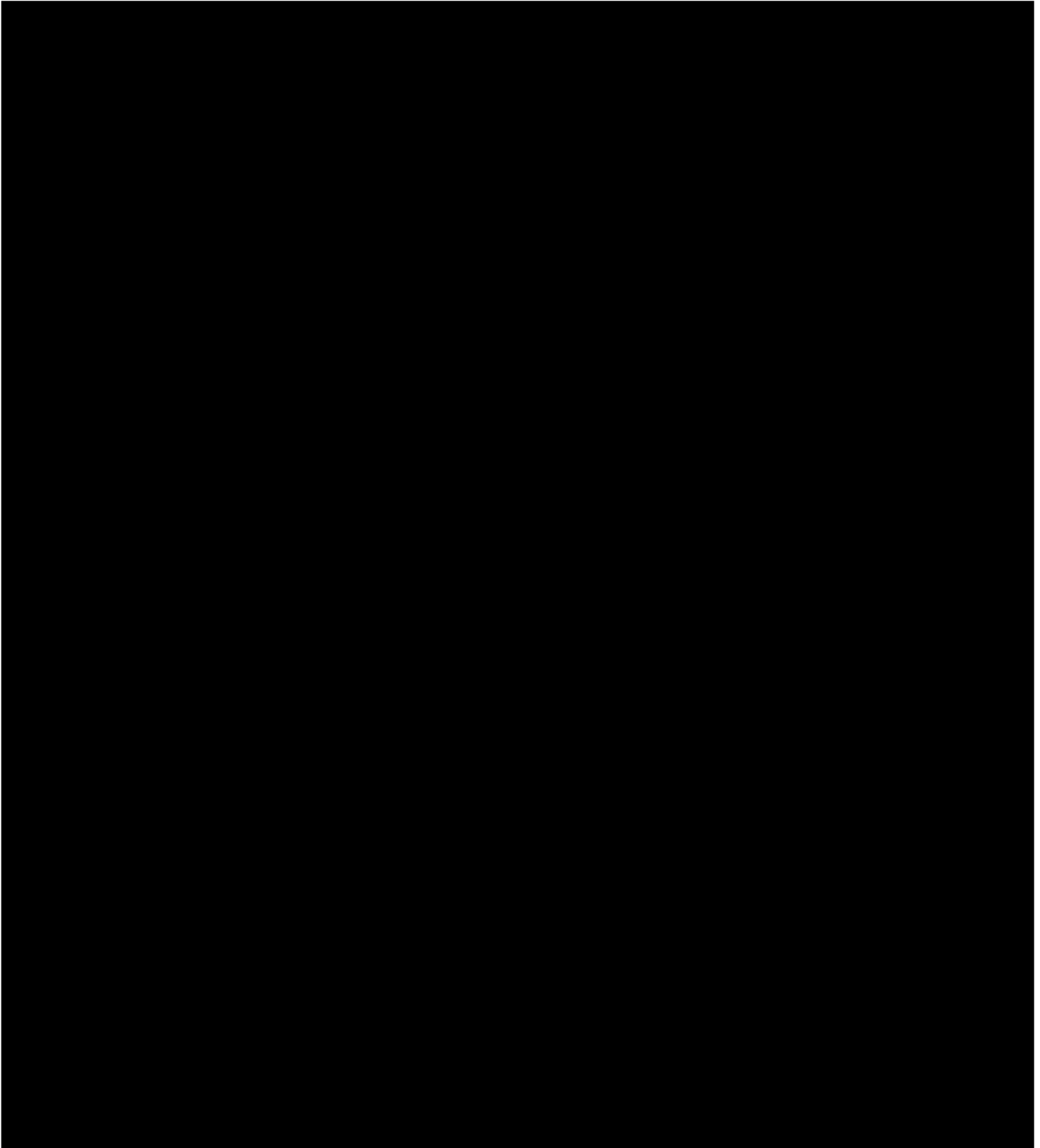


Table D10. USA Viewer Network Share (April 2010)



Appendix E



Figure E1. Age 65+ Share of Viewership

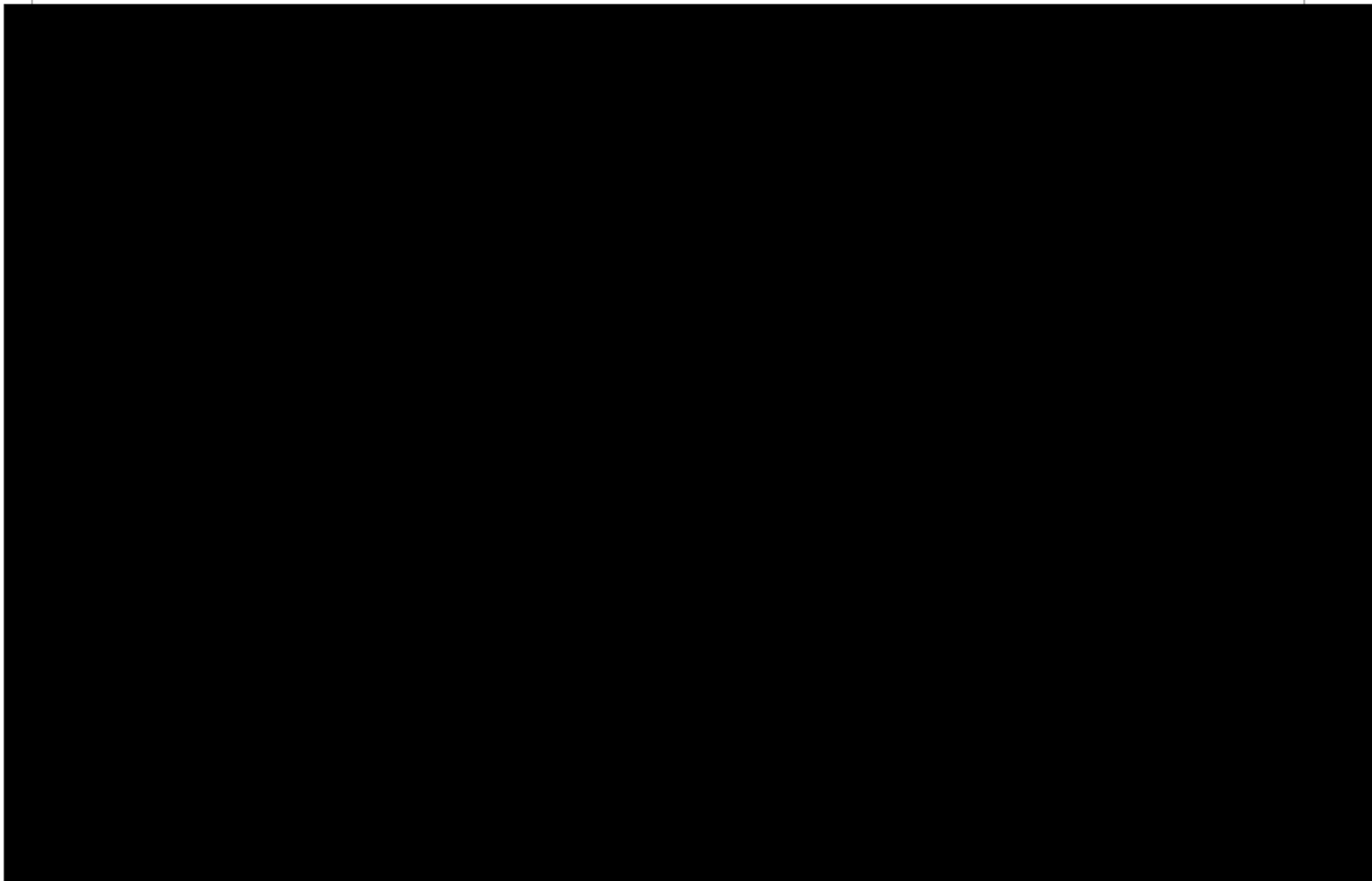


Figure E2. Viewer Median Age

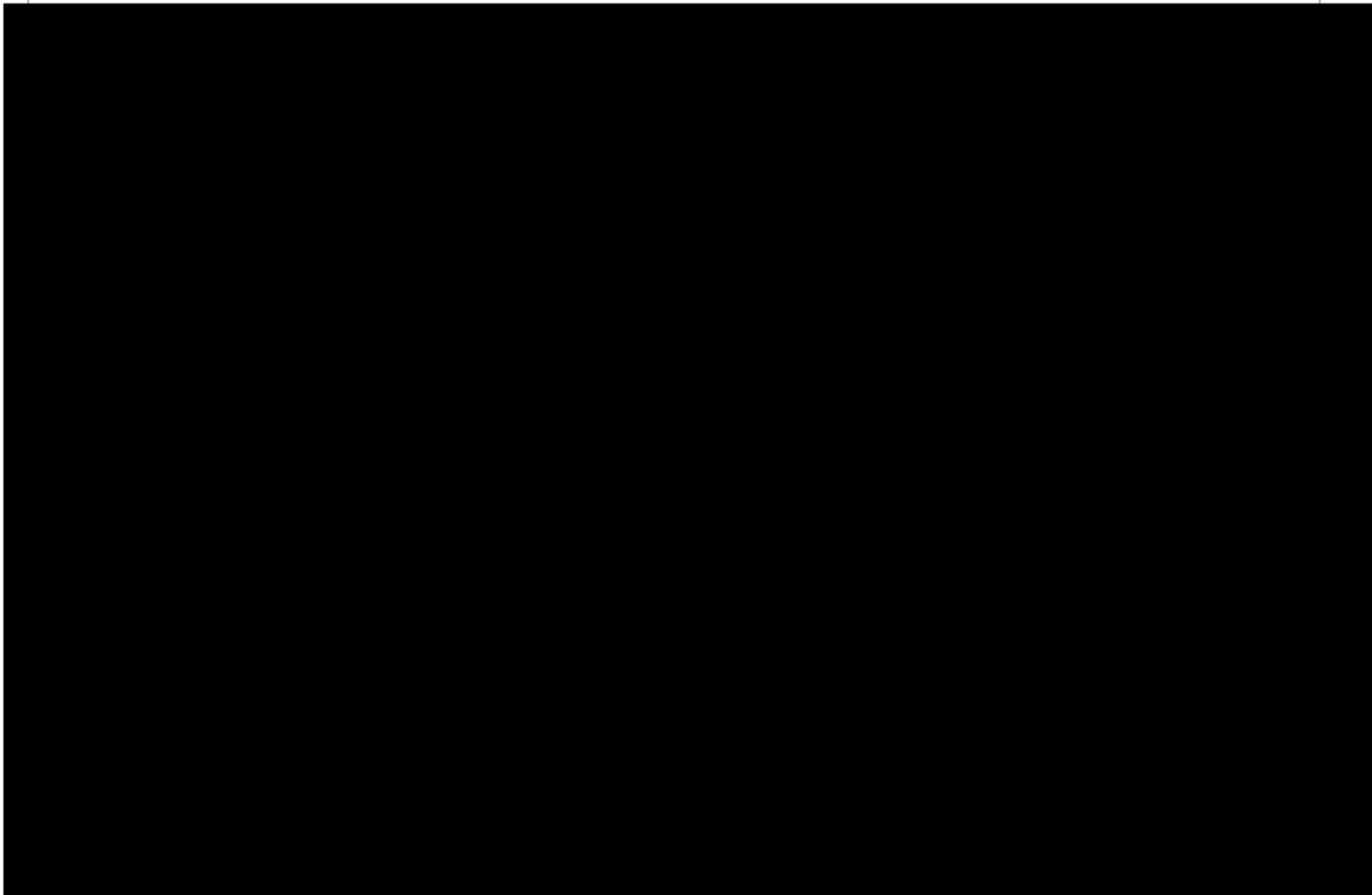


Figure E3. Female Share of Viewership

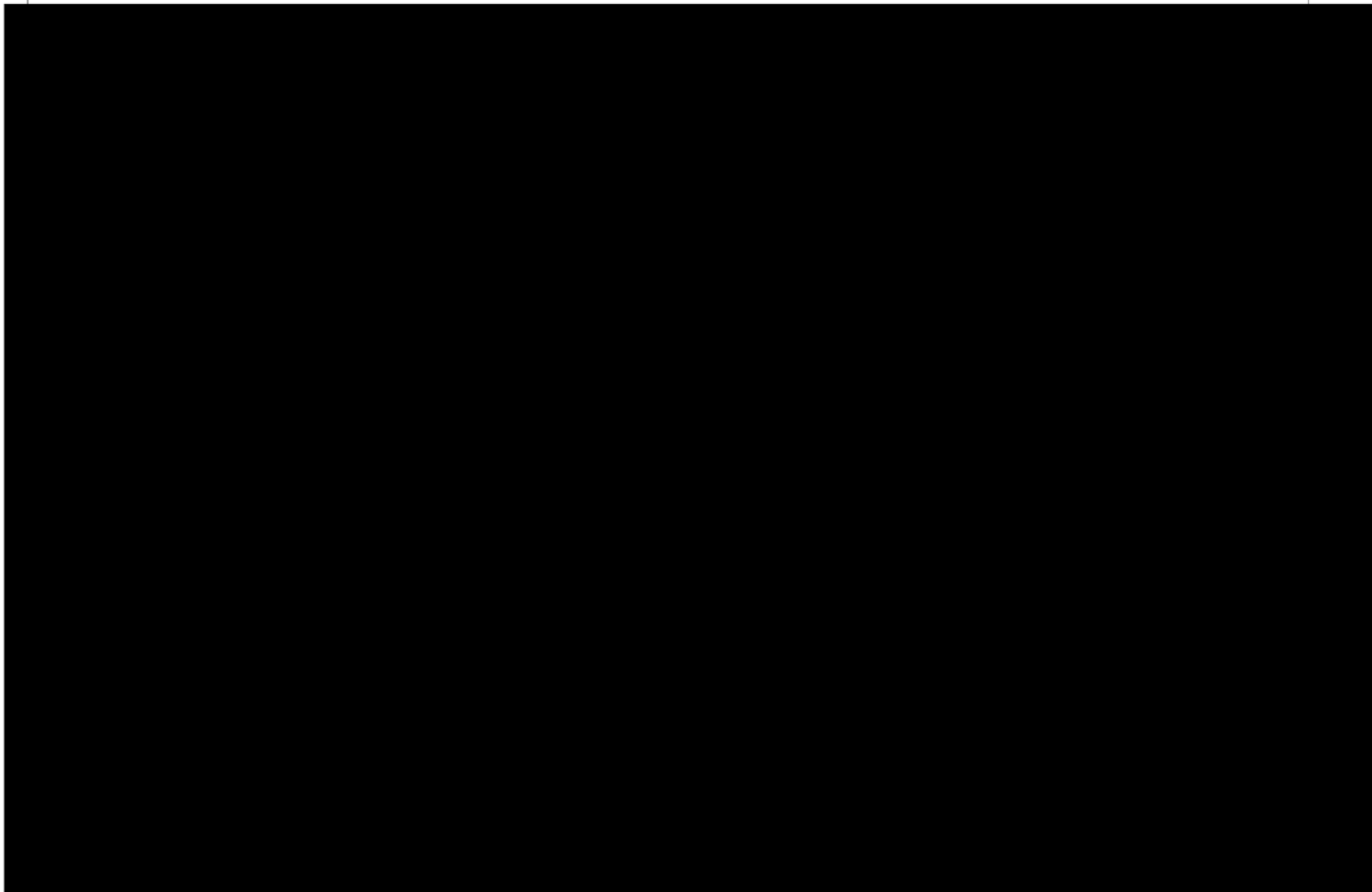


Figure E4. Female Share of Viewership (Age 18-49)

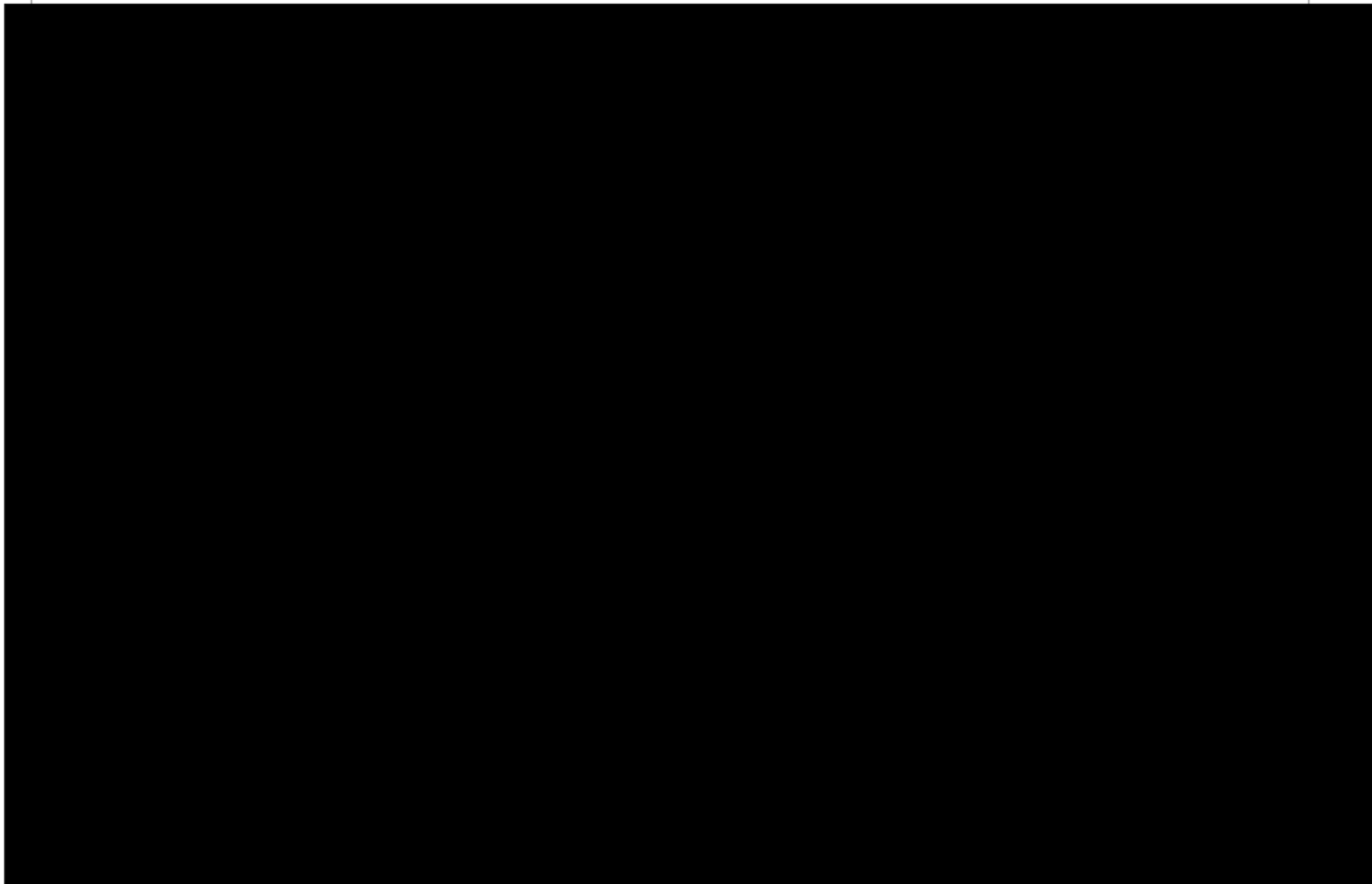


Figure E5. Age 18-49 Viewership Share

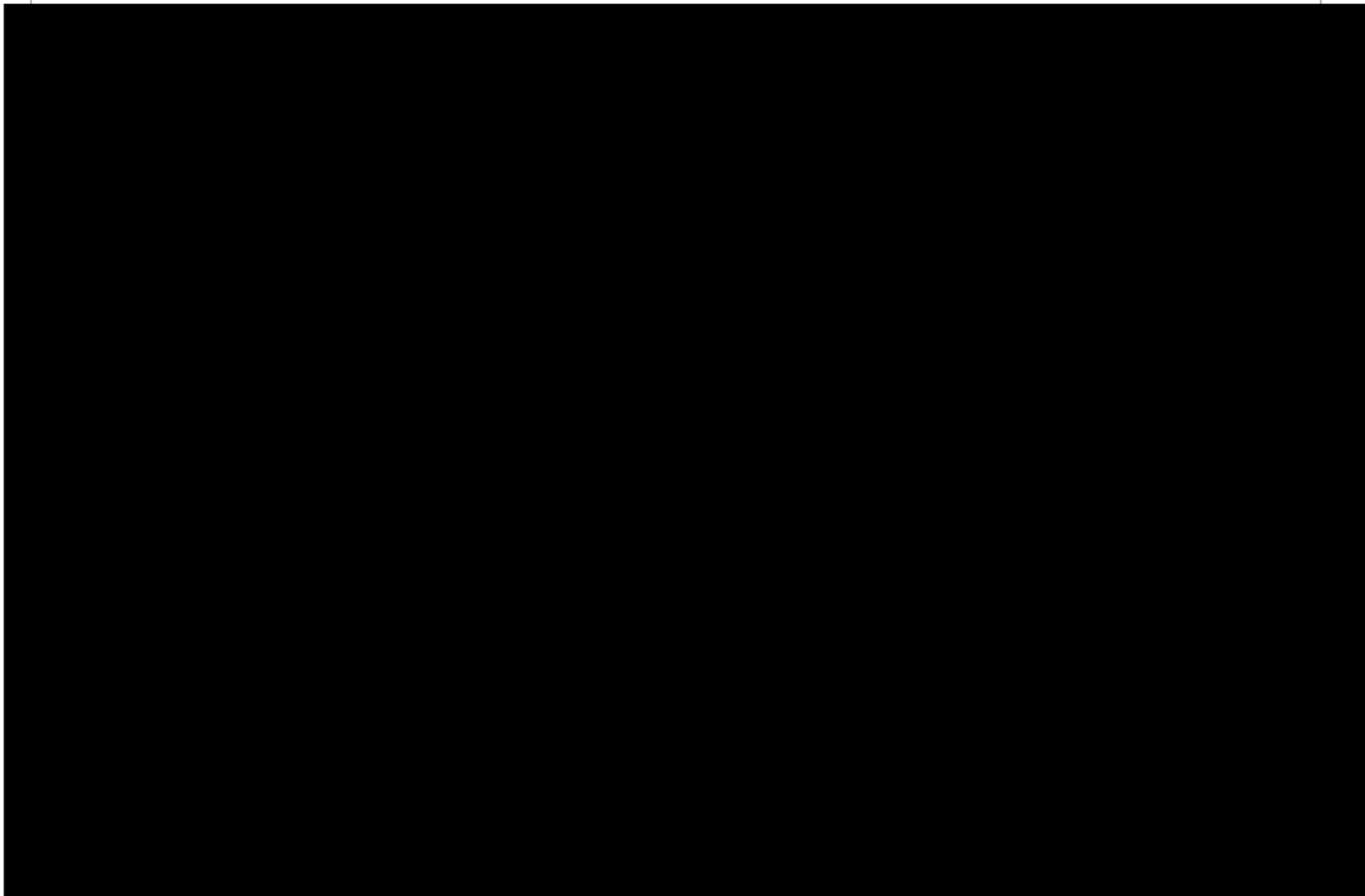


Figure E6. Median Viewer Income

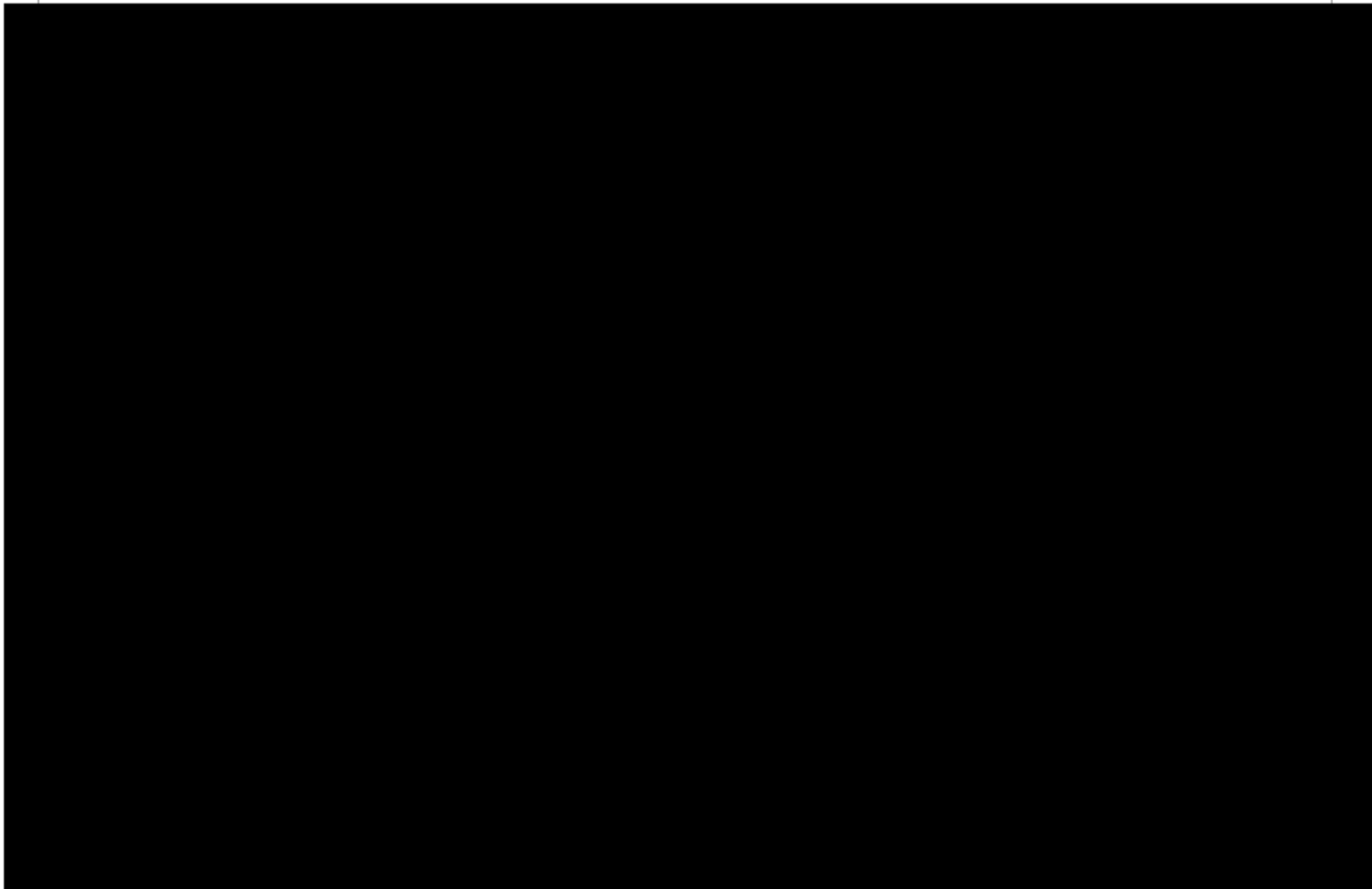


Figure E7. Viewer Household Home Ownership Share

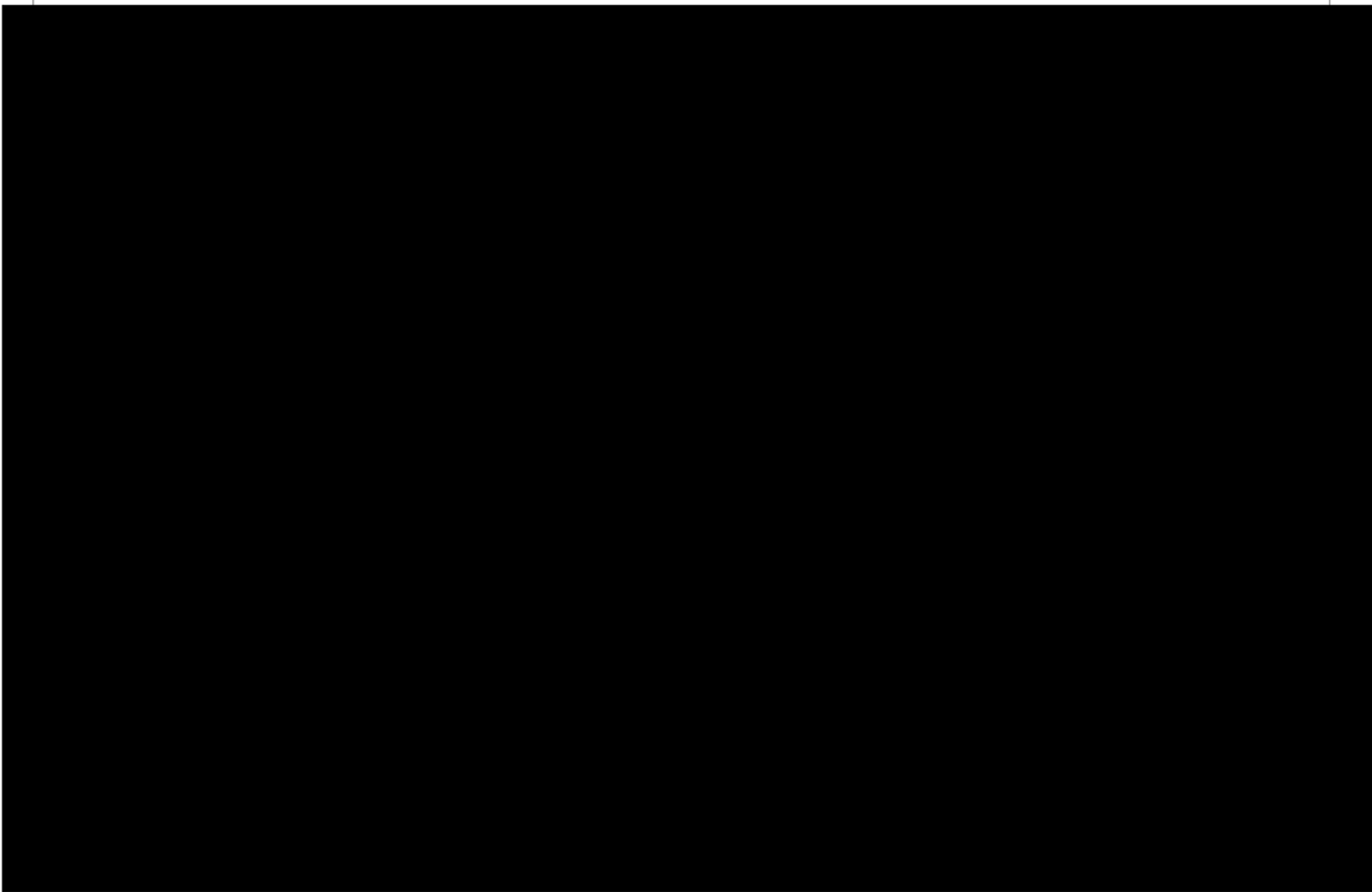


Figure E8. Viewer Head of Household White Collar Occupation Share

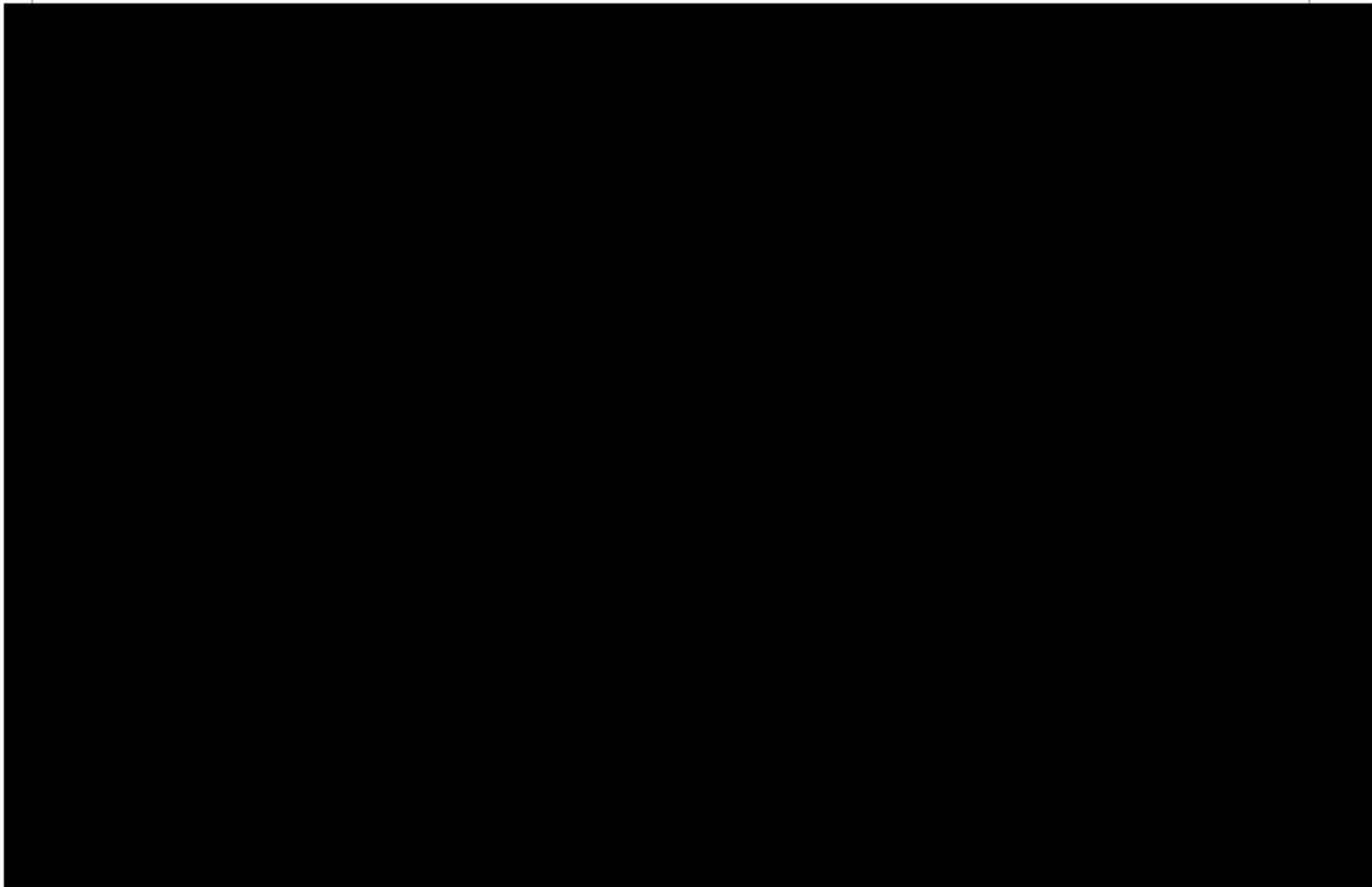


Figure E9. Viewer Head of Household not in Labor Force Share

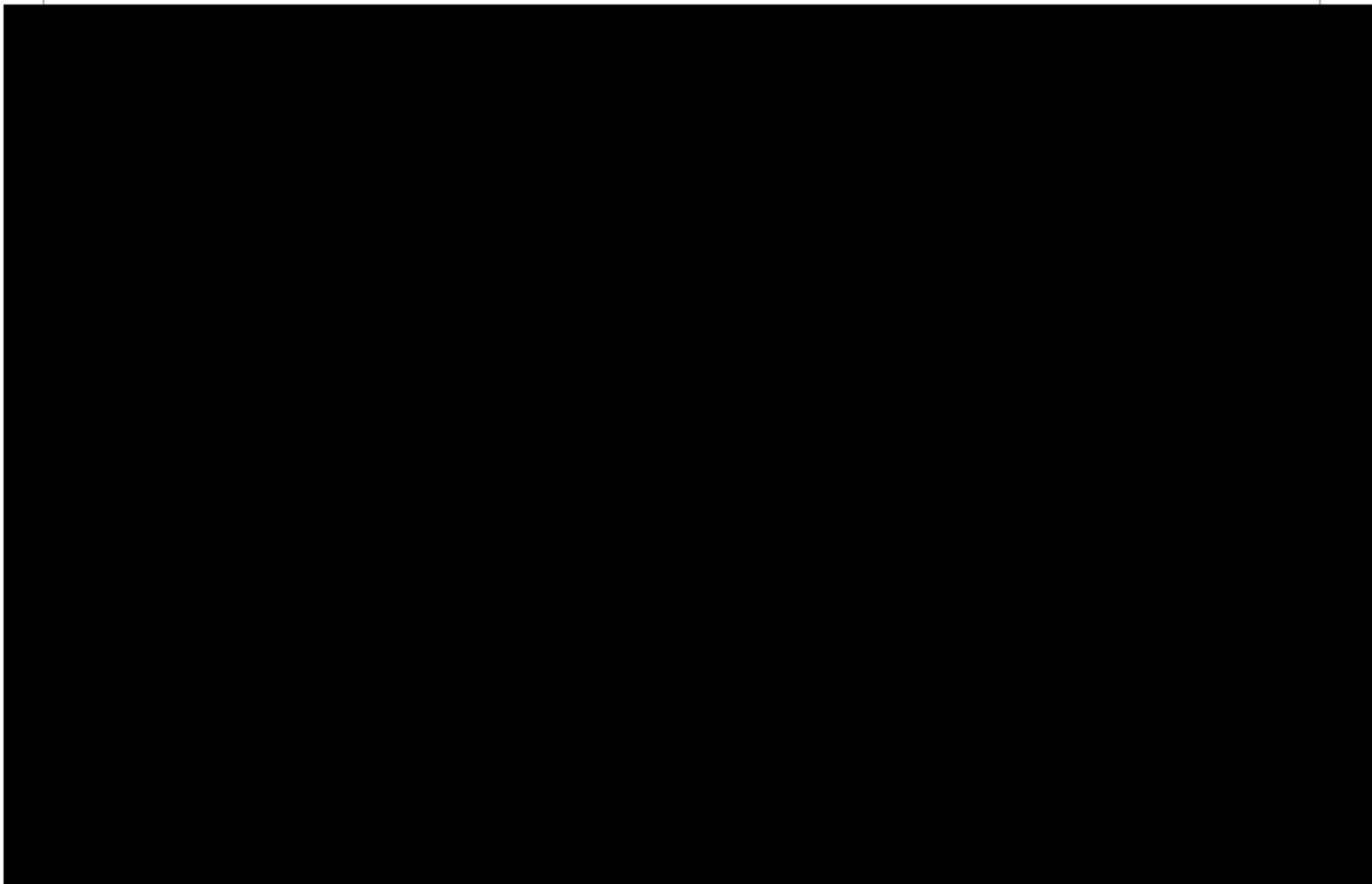


Figure E10. Viewer Head of Household 4+ Years of College Share

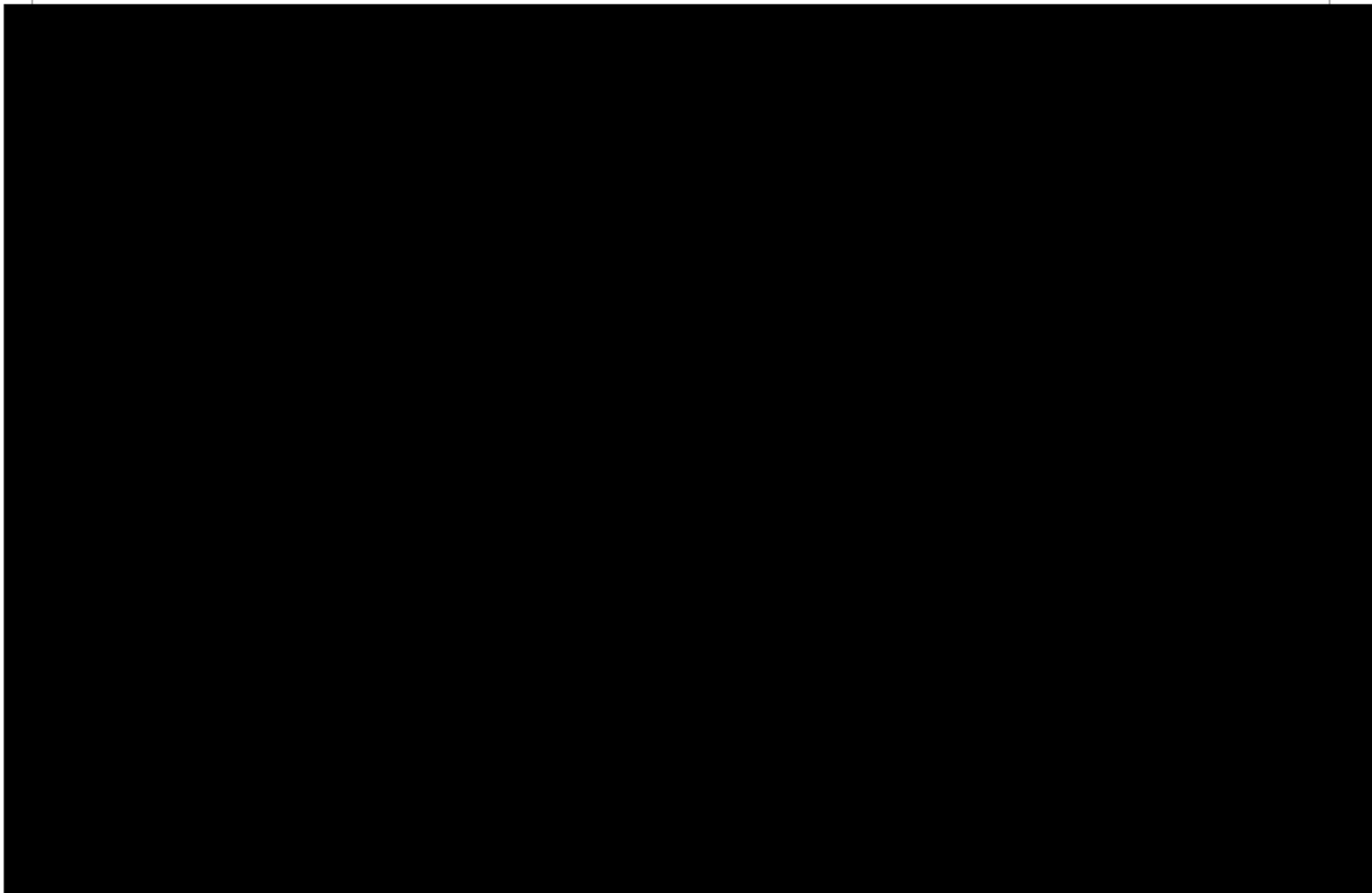


Figure E11. Viewer Head of Household No College Share

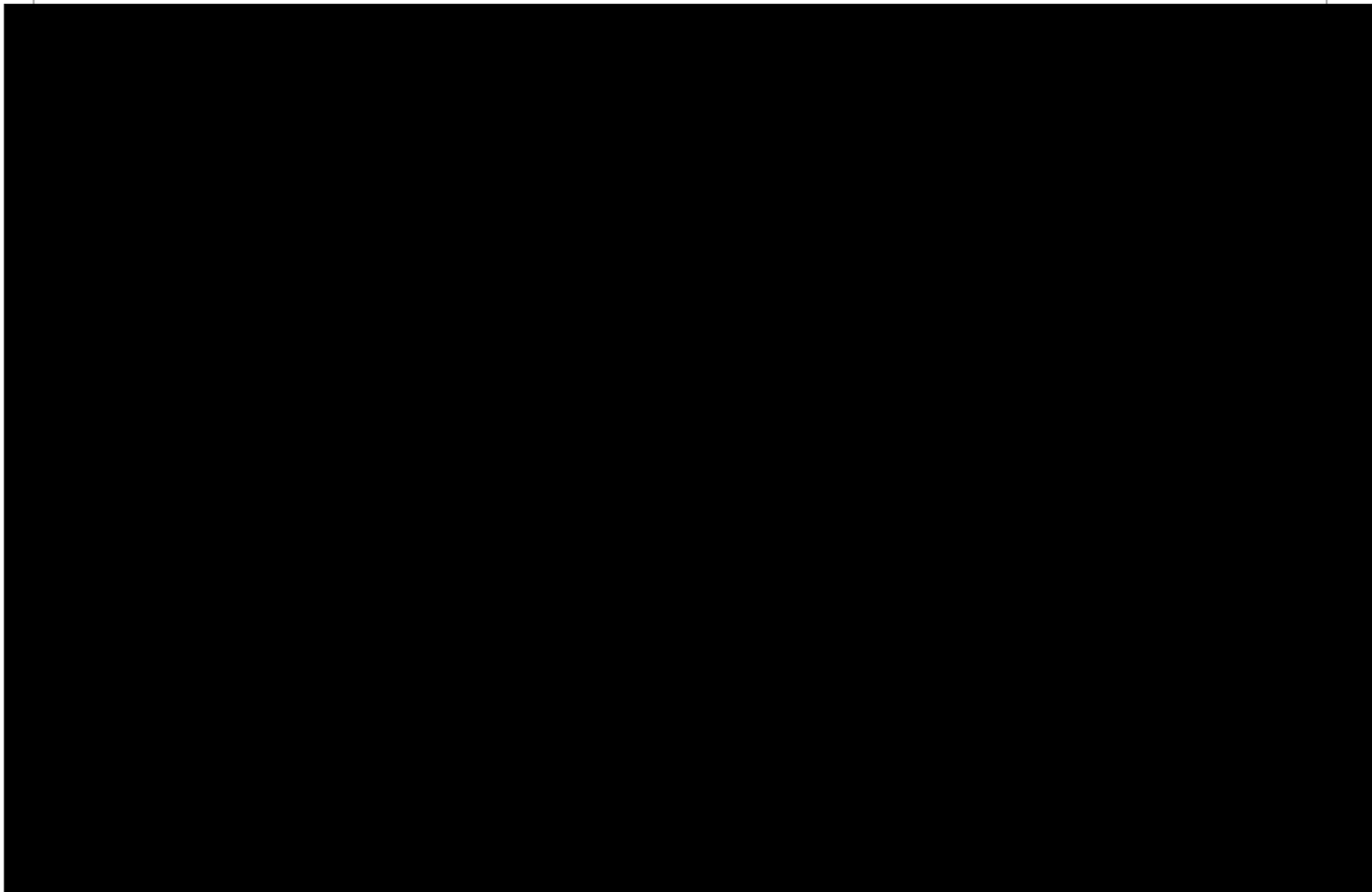


Figure E12. Viewer Head of Household Age 50+ Share

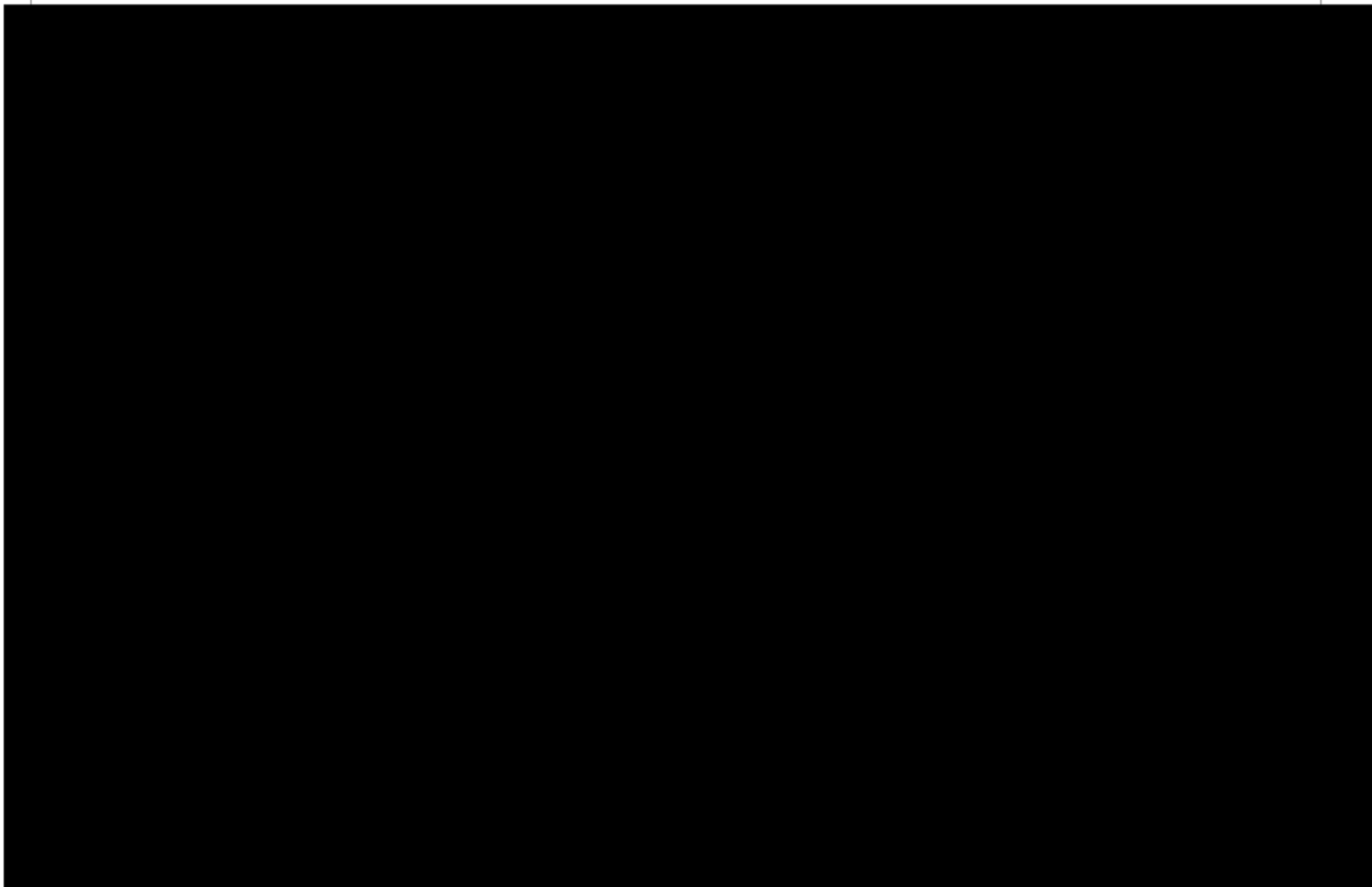


Figure E13. Viewer Resides in County Size A Share

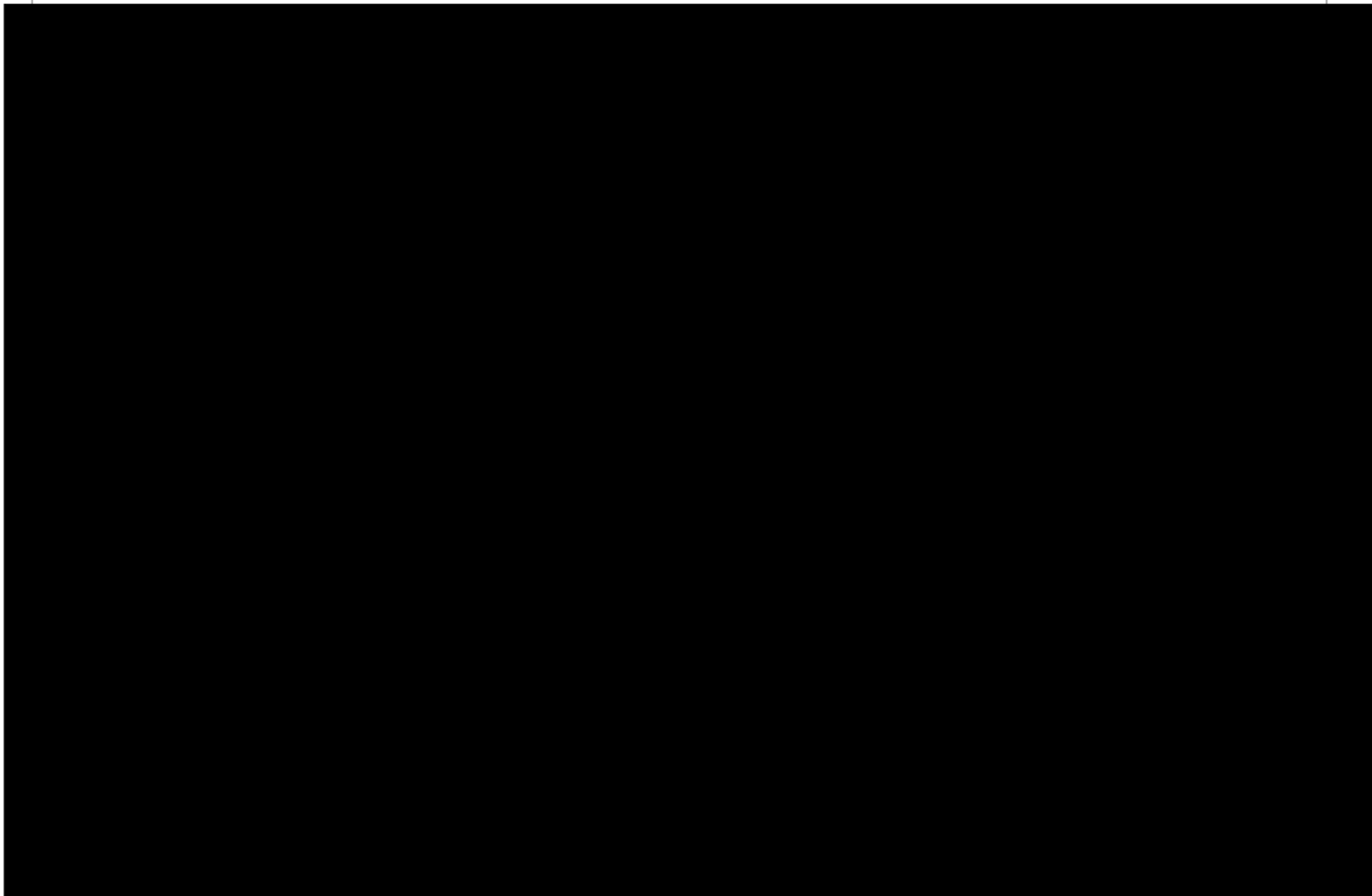


Figure E14. Viewer Resides in County Size D Share

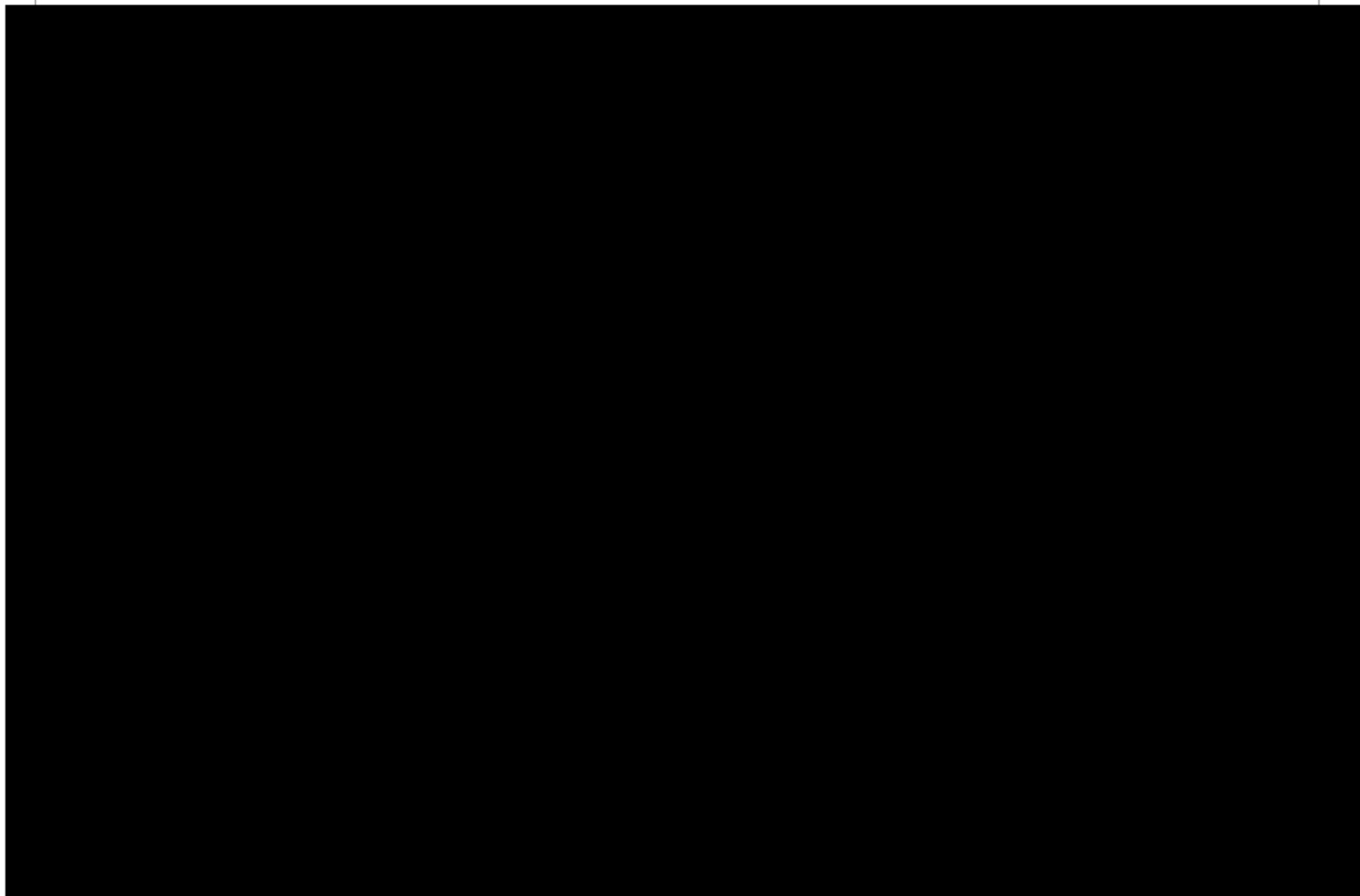


Figure E15. Viewer Household Size 3+ Share

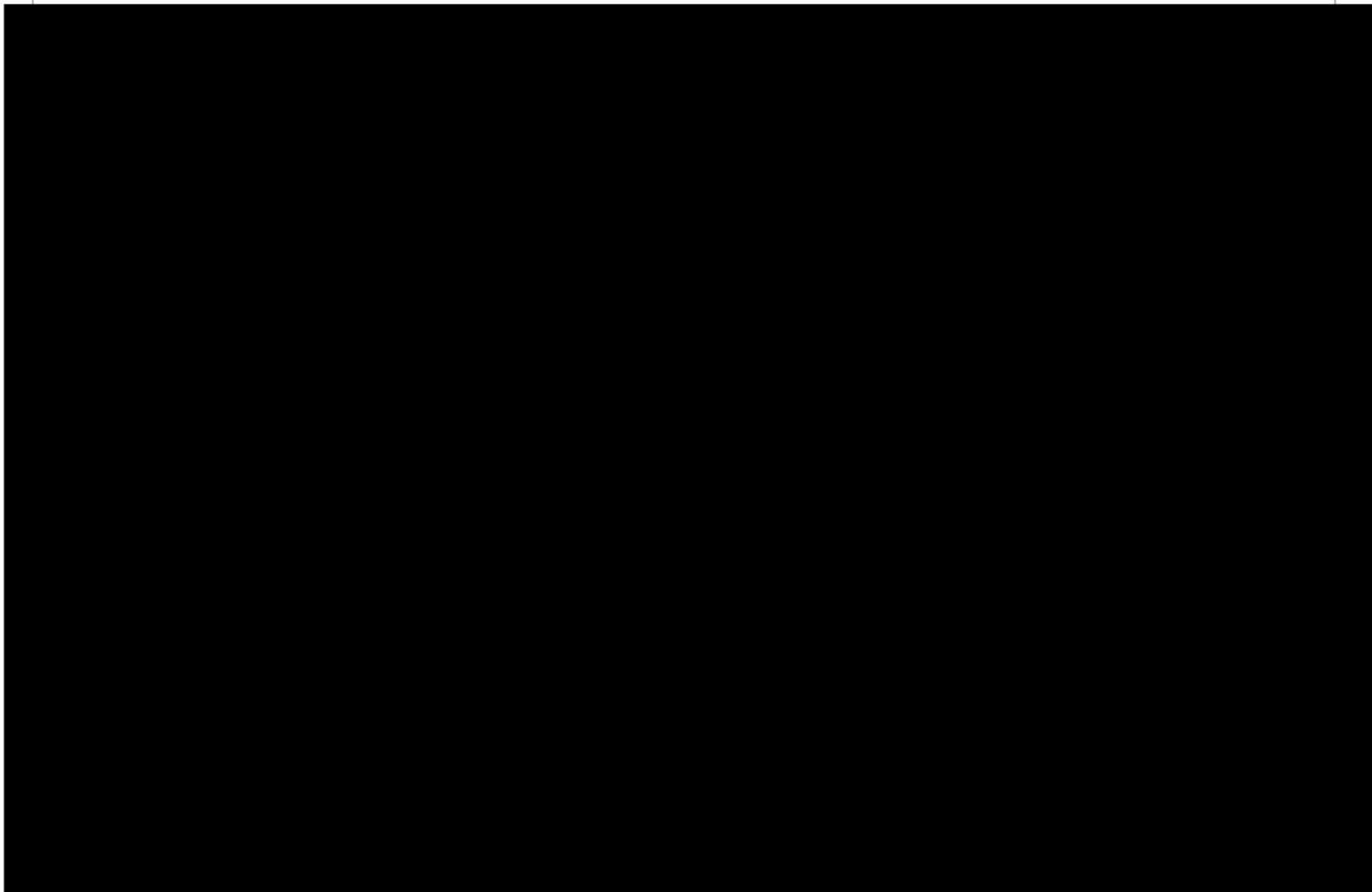


Figure E16. Viewer Household with Children Share

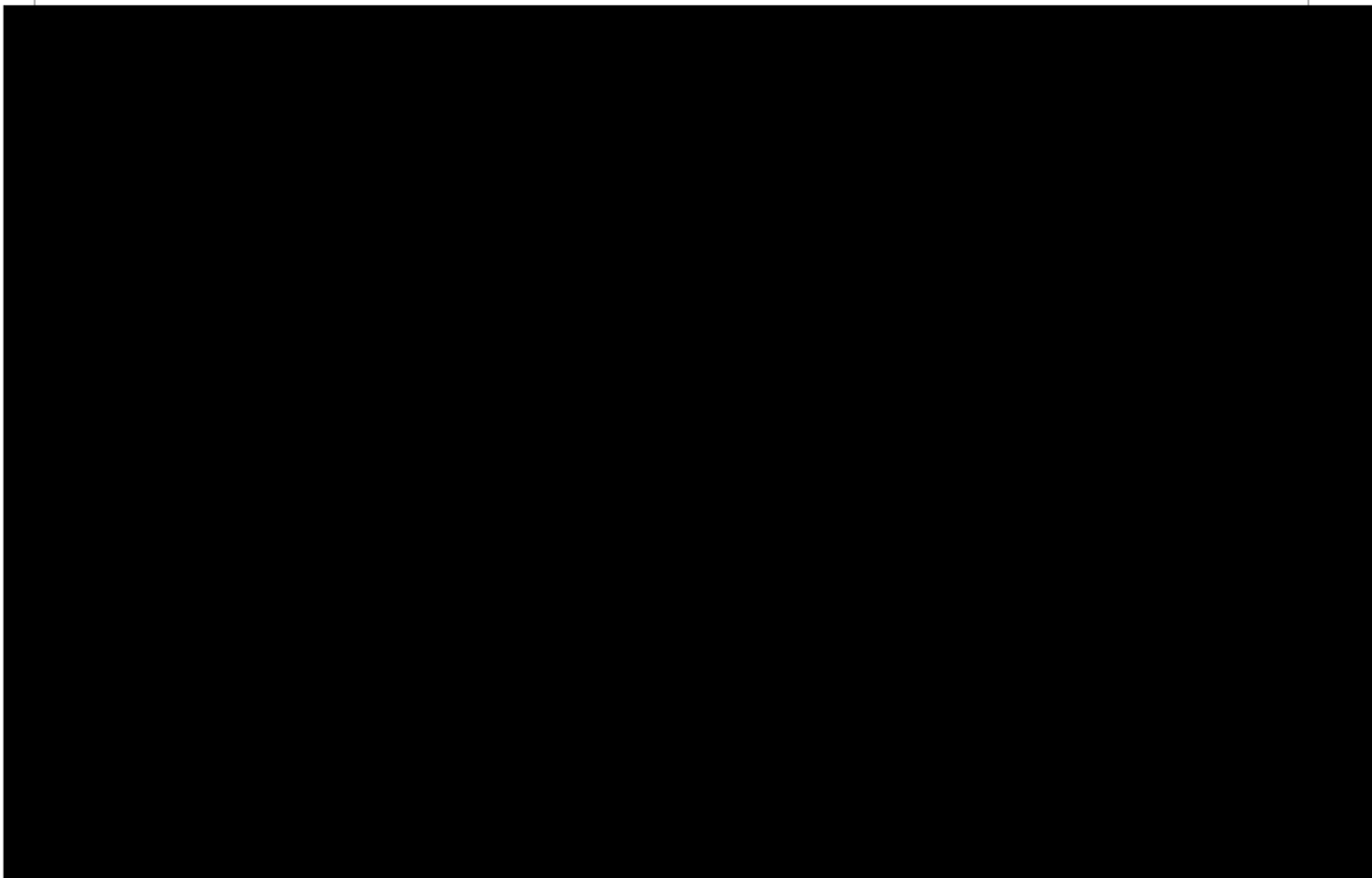


Figure E17. Viewer Head of Household Hispanic Share

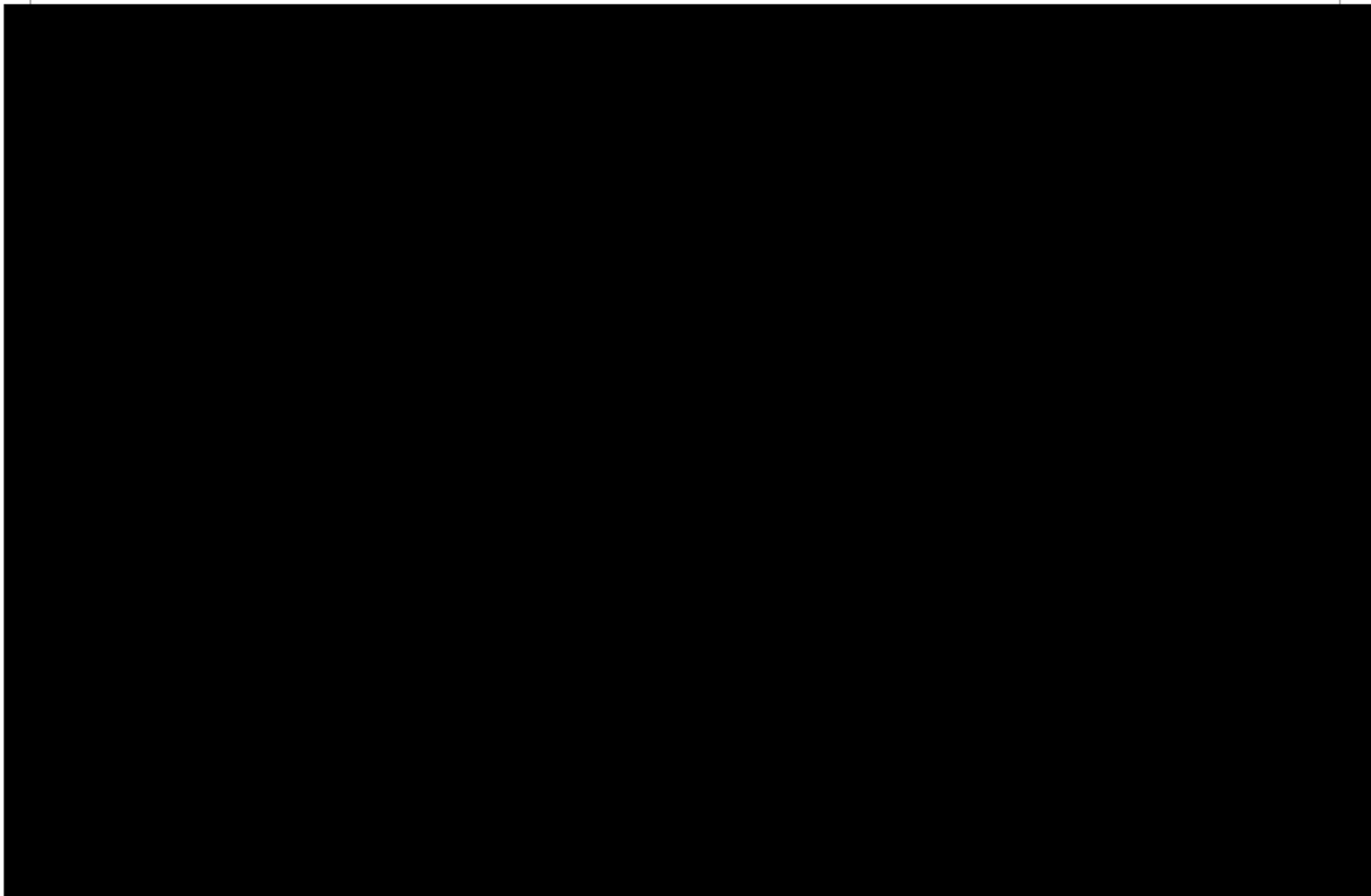


Figure E18. Viewer Head of Household Black Share

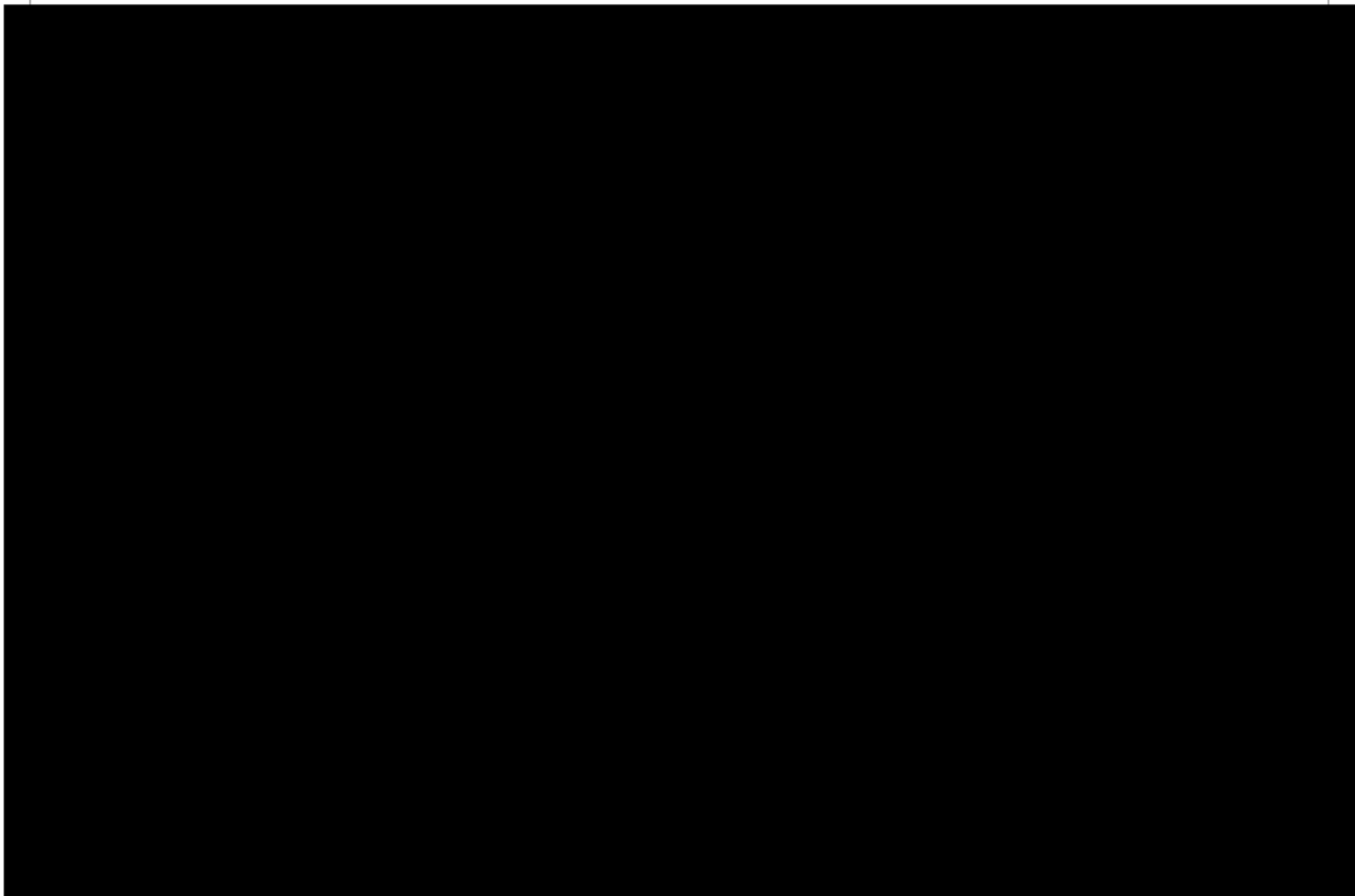


Figure E19. Viewer Head of Household White Share

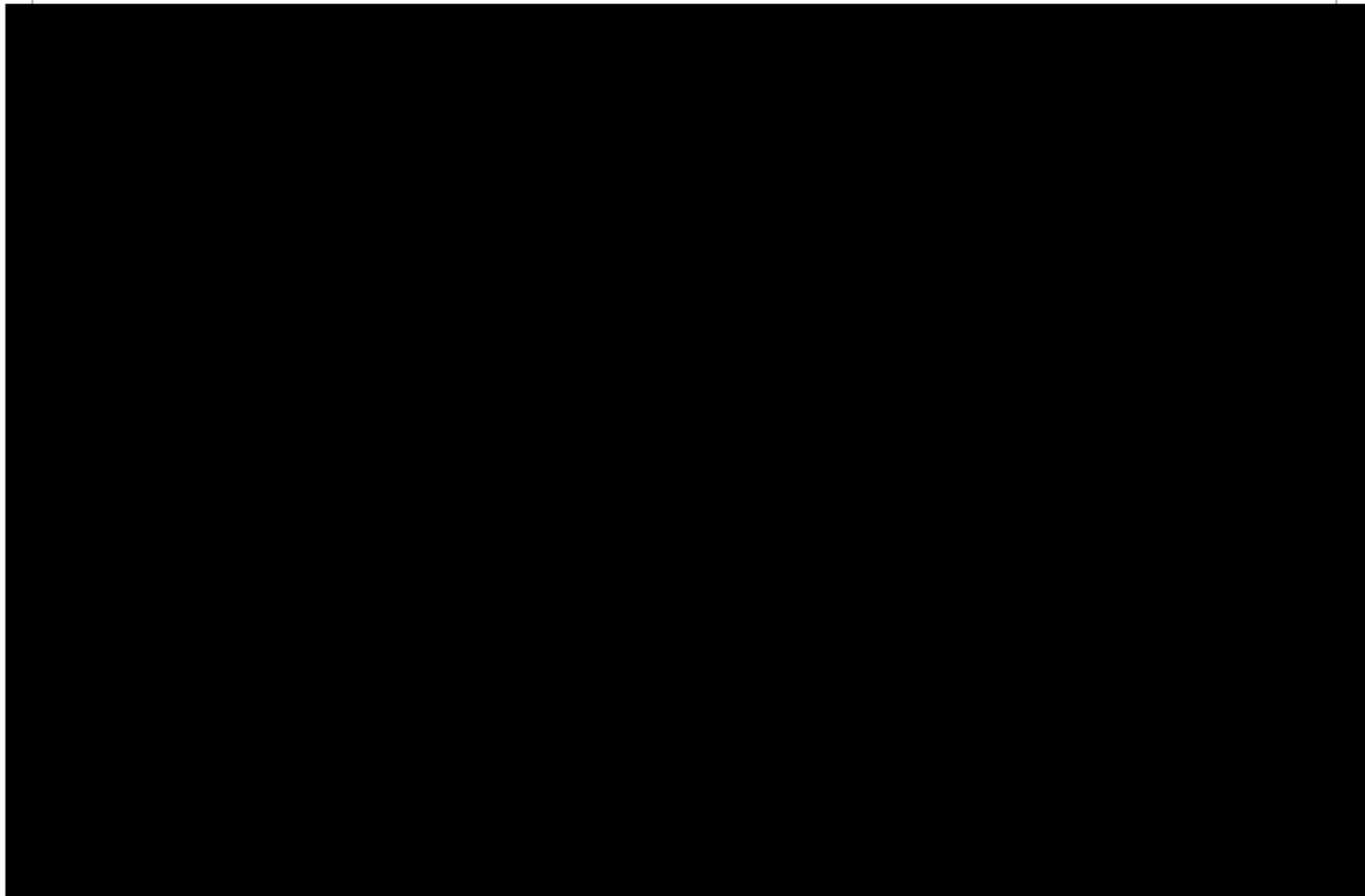


Figure E20. Network Attribute Scatter Plot

Viewer Household Size 3+ Share (x-axis)

Viewer Head of Household Not in Labor Force Share (y-axis)

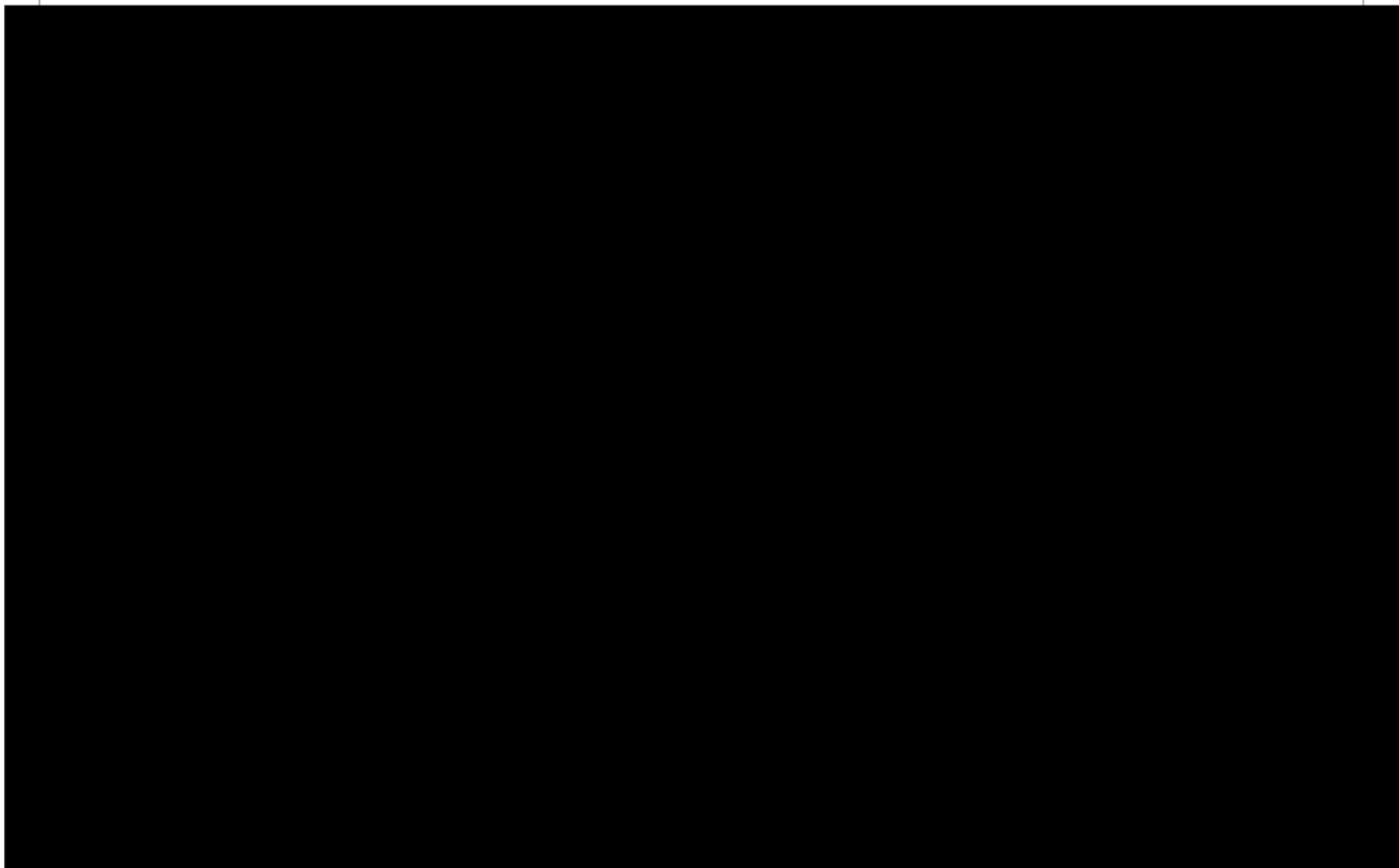


Figure E21. Network Attribute Scatter Plot
Viewer Head of Household Age 50+ Share (x-axis)
Viewer Head of Household White Collar Occupation Share (y-axis)

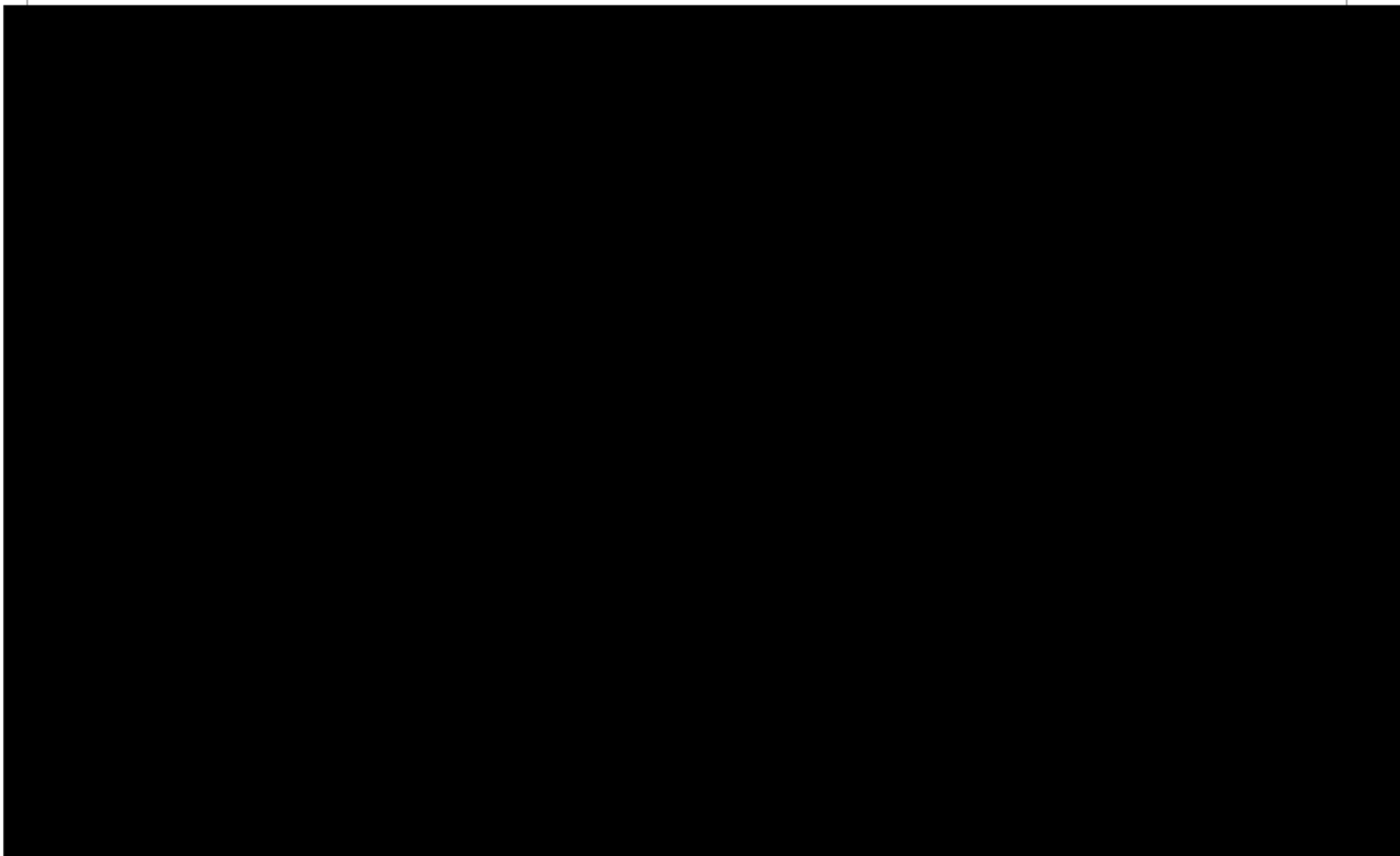


Figure E22. Network Attribute Scatter Plot

Age 65+ Share of Viewership (x-axis)

Female Share of Viewership (y-axis)

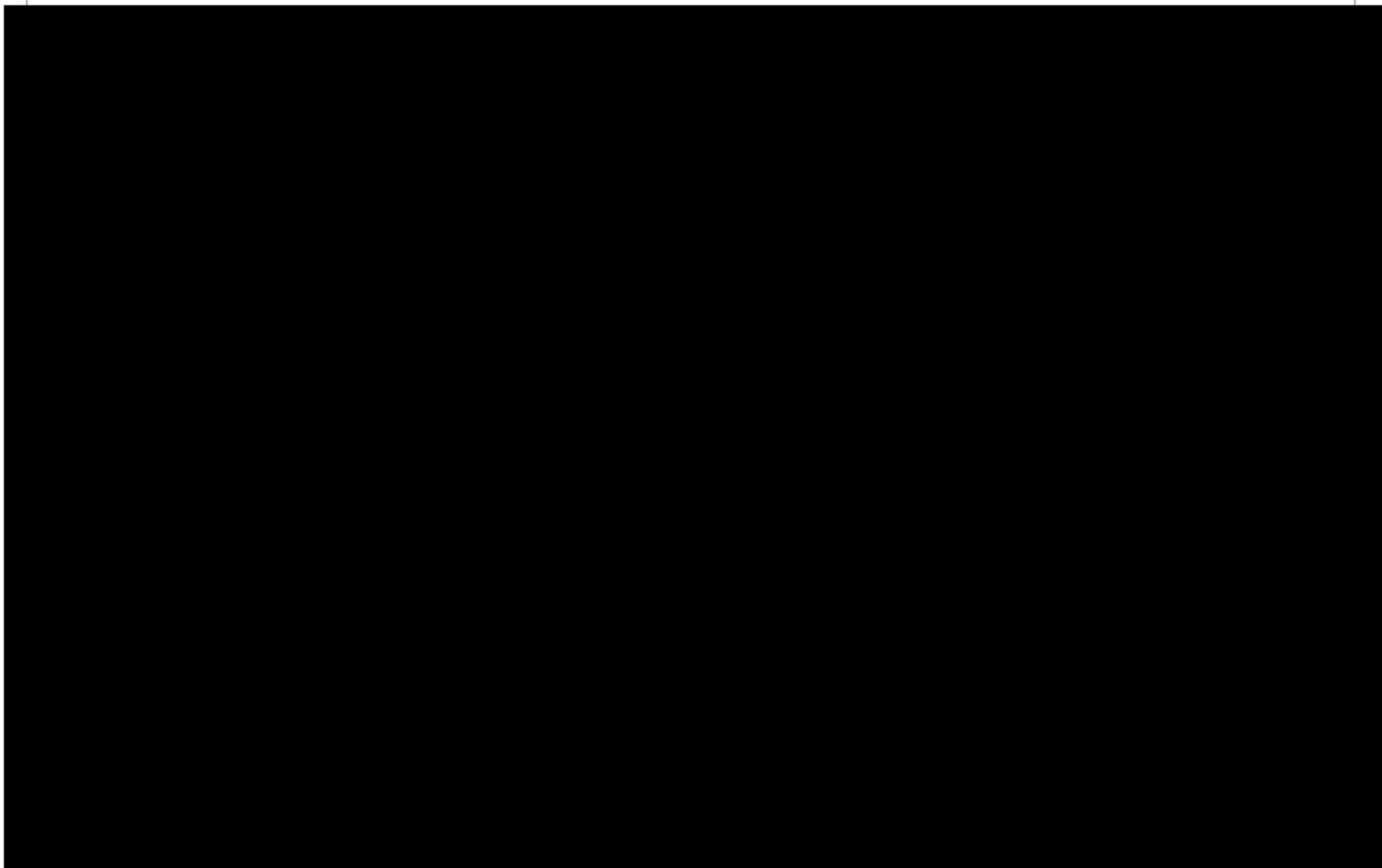


Figure E23. Network Attribute Scatter Plot

Age 65+ Share of Viewership (x-axis)
Femal Share of Viewership (Age 18-49) (y-axis)

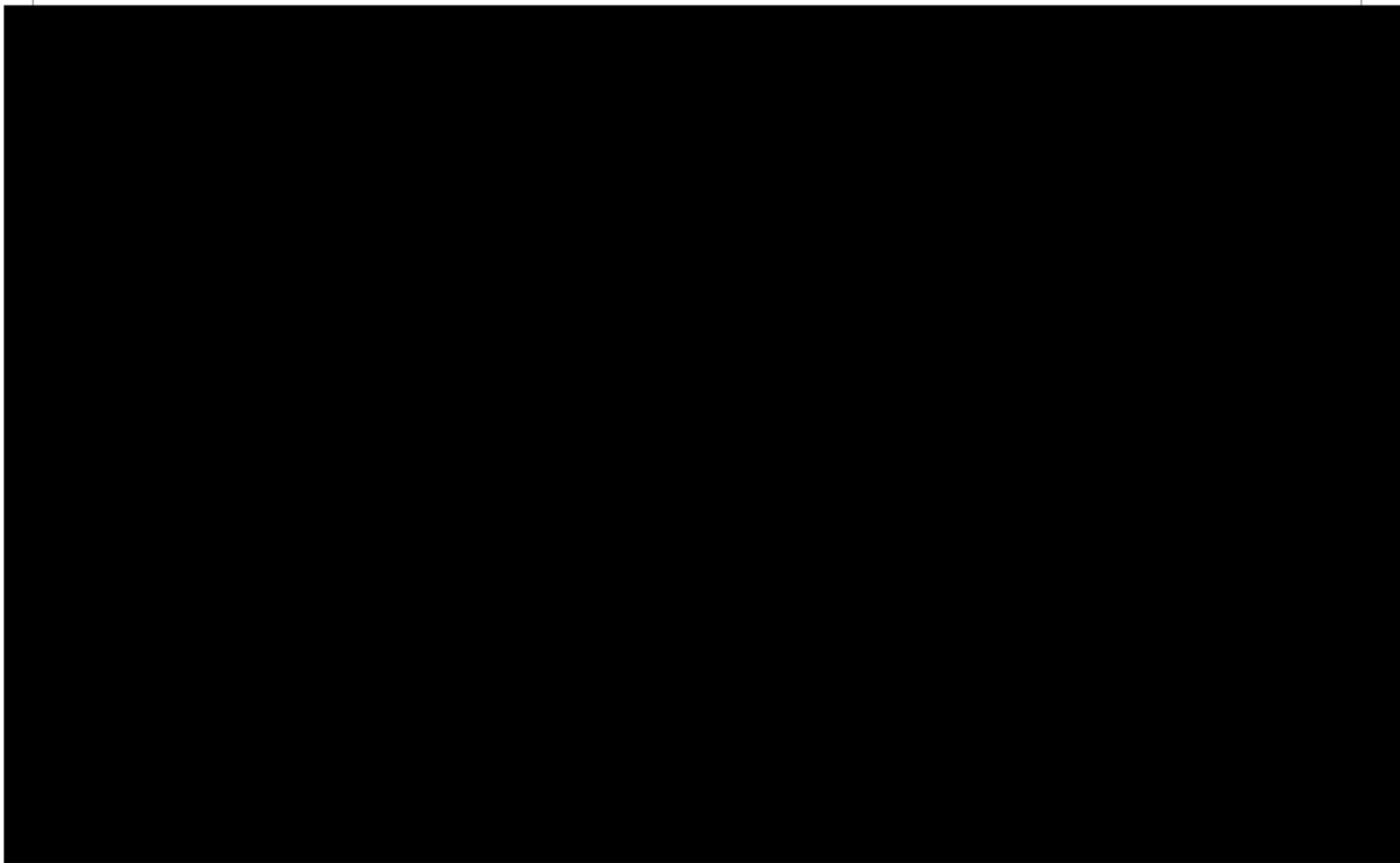


Figure E24. Network Attribute Scatter Plot

Age 65+ Share of Viewership (x-axis)
Viewer Head of Household 4+ Years of College Share (y-axis)

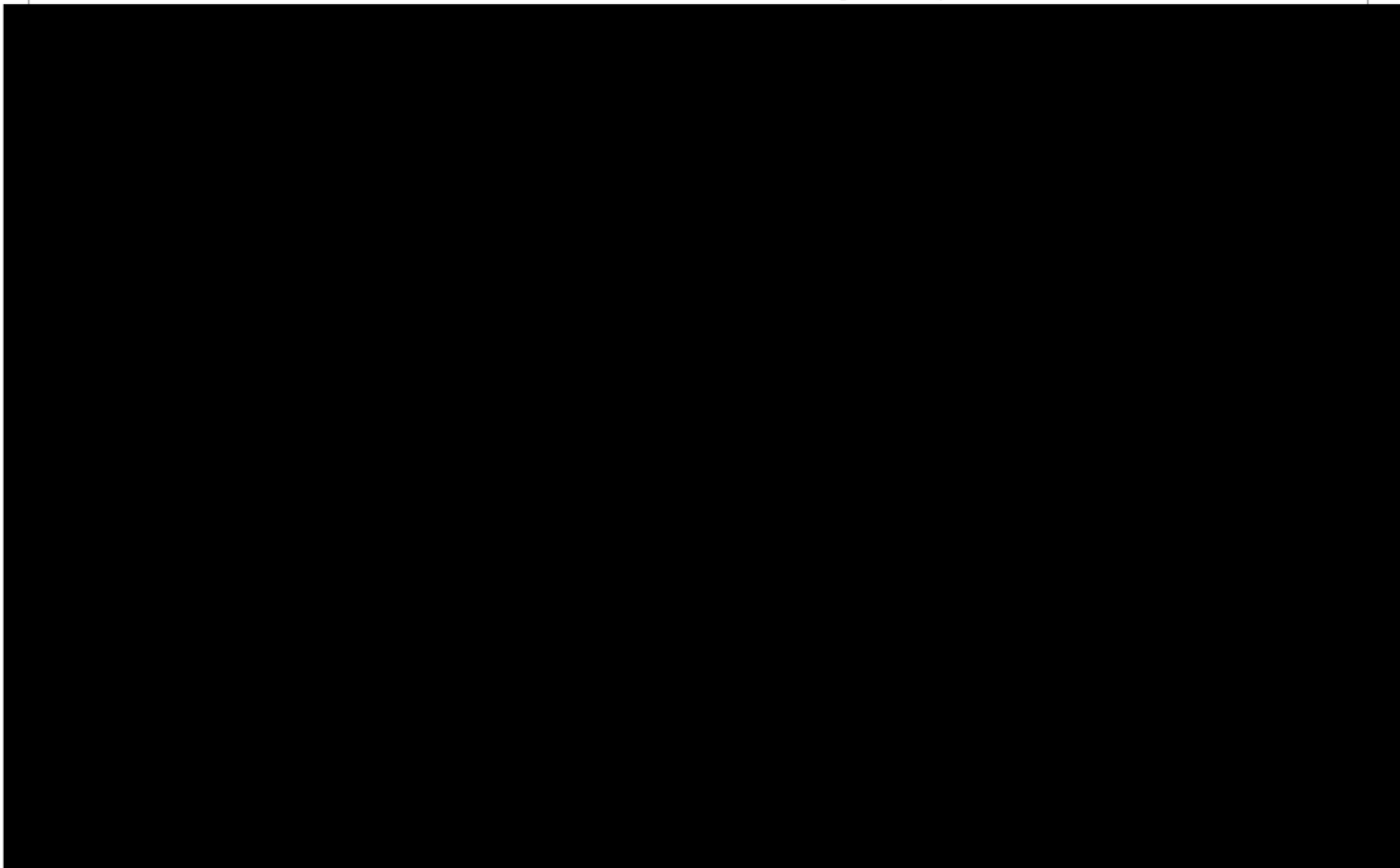


Figure E25. Network Attribute Scatter Plot

Age 65+ Share of Viewership (x-axis)

Median Viewer Income (y-axis)

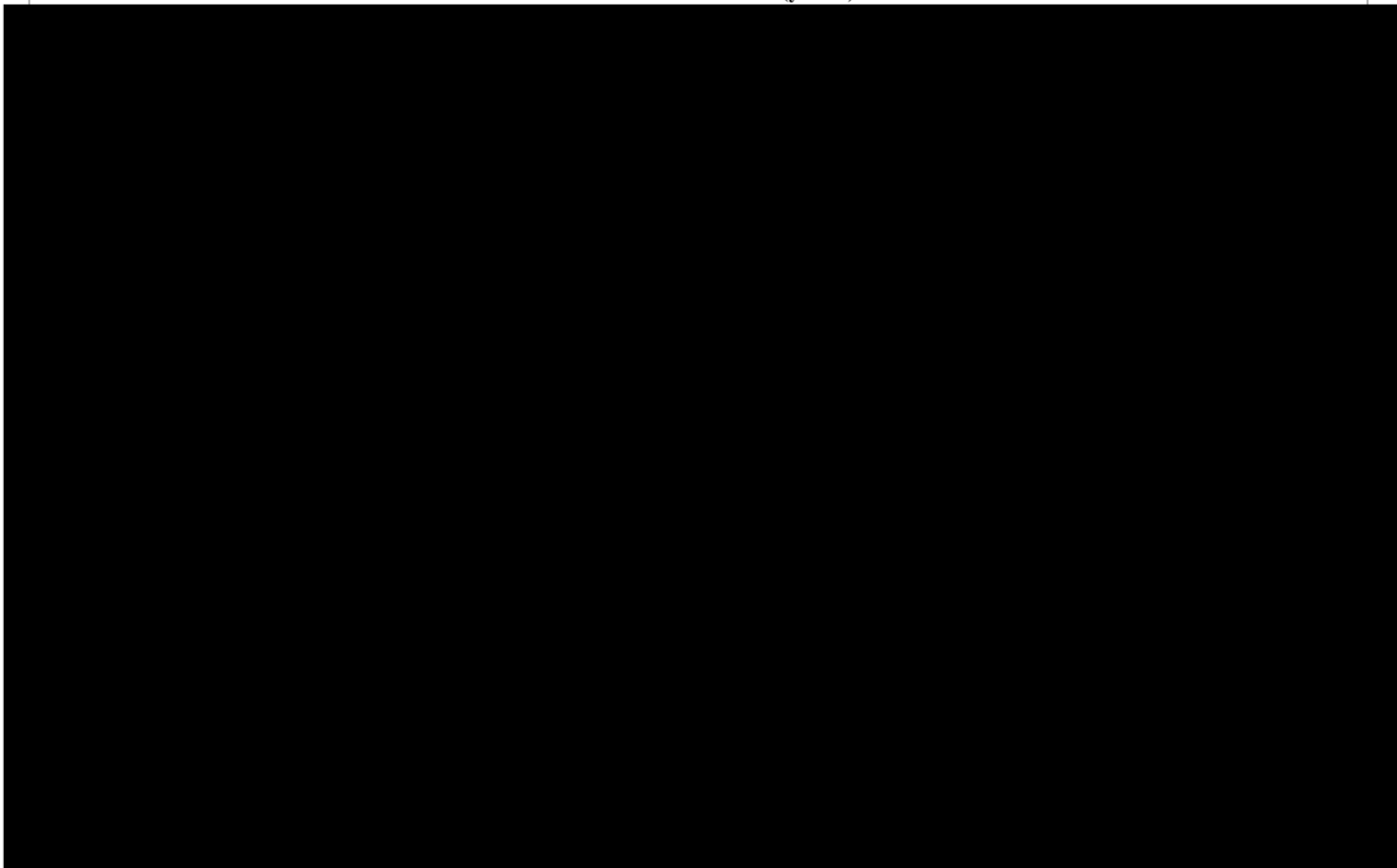


Figure E26. Network Attribute Scatter Plot
Viewer Head of Household White Collar Occupation Share (x-axis)
Viewer Household Home Ownership Share (y-axis)

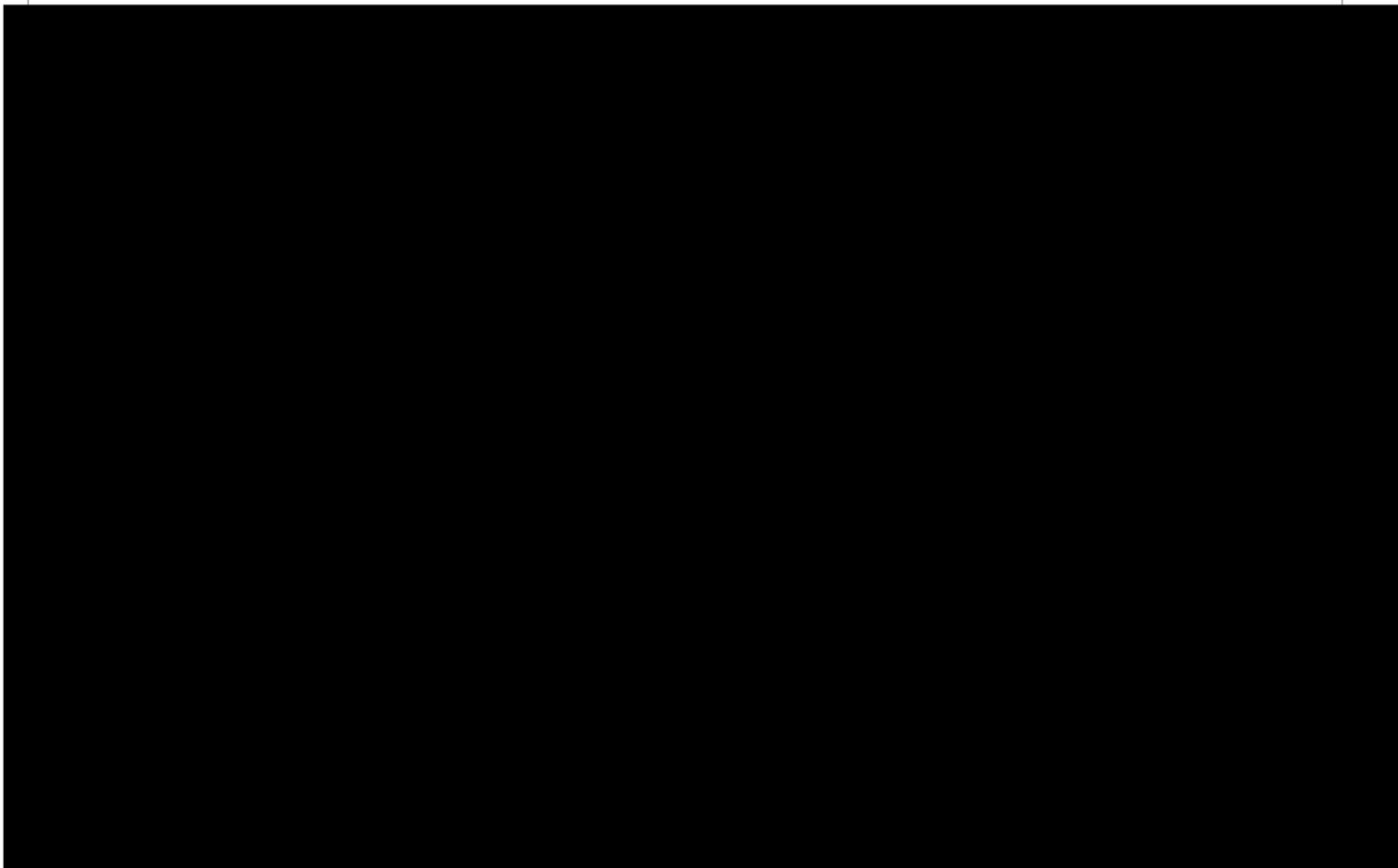


Figure E27. Network Attribute Scatter Plot

Viewer Resides in County Size D Share (x-axis)

Median Viewer Income (y-axis)

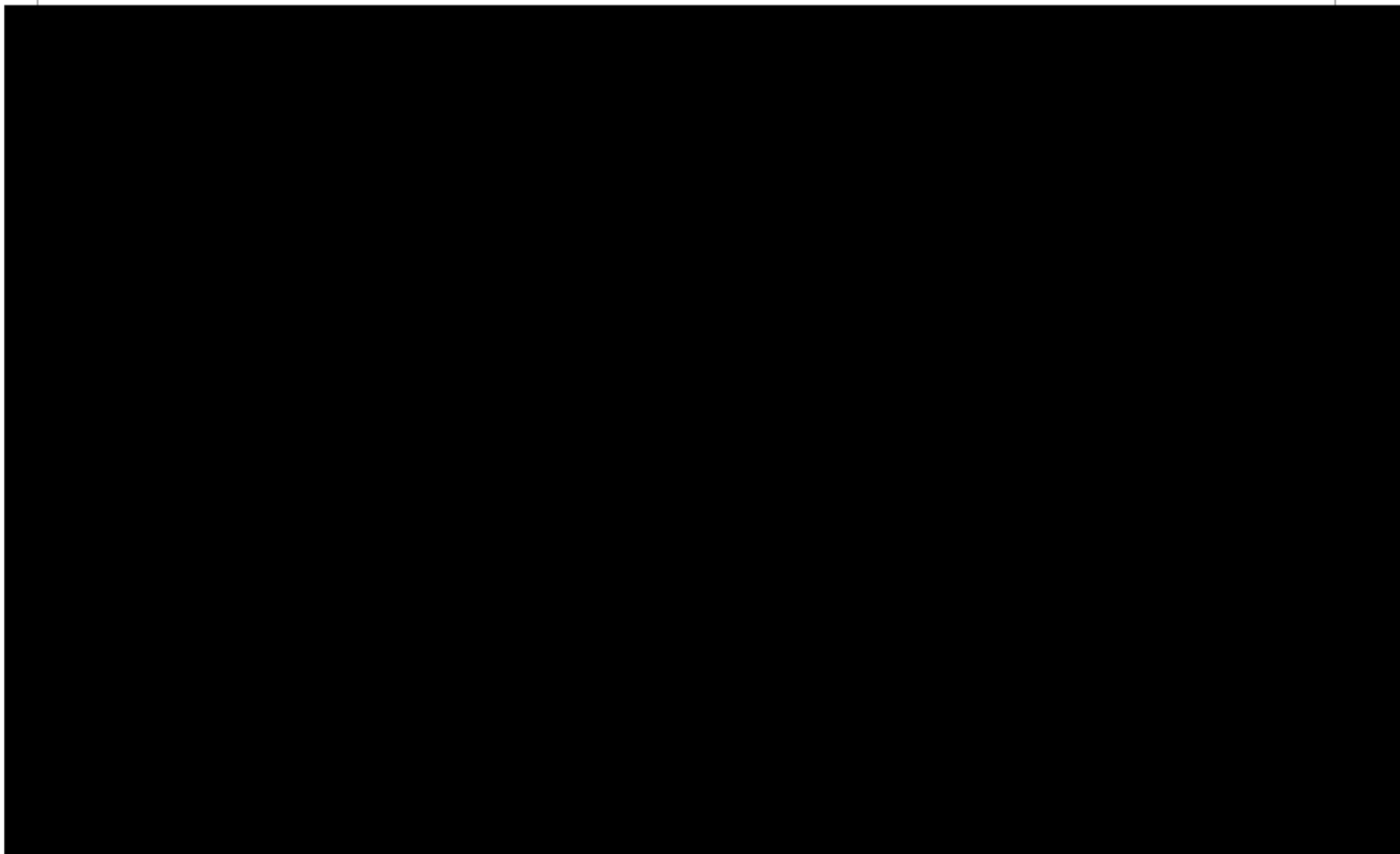


Figure E28. Network Attribute Scatter Plot

Viewer Resides in County A Share (x-axis)
Viewer Head of Household Hispanic Share (y-axis)

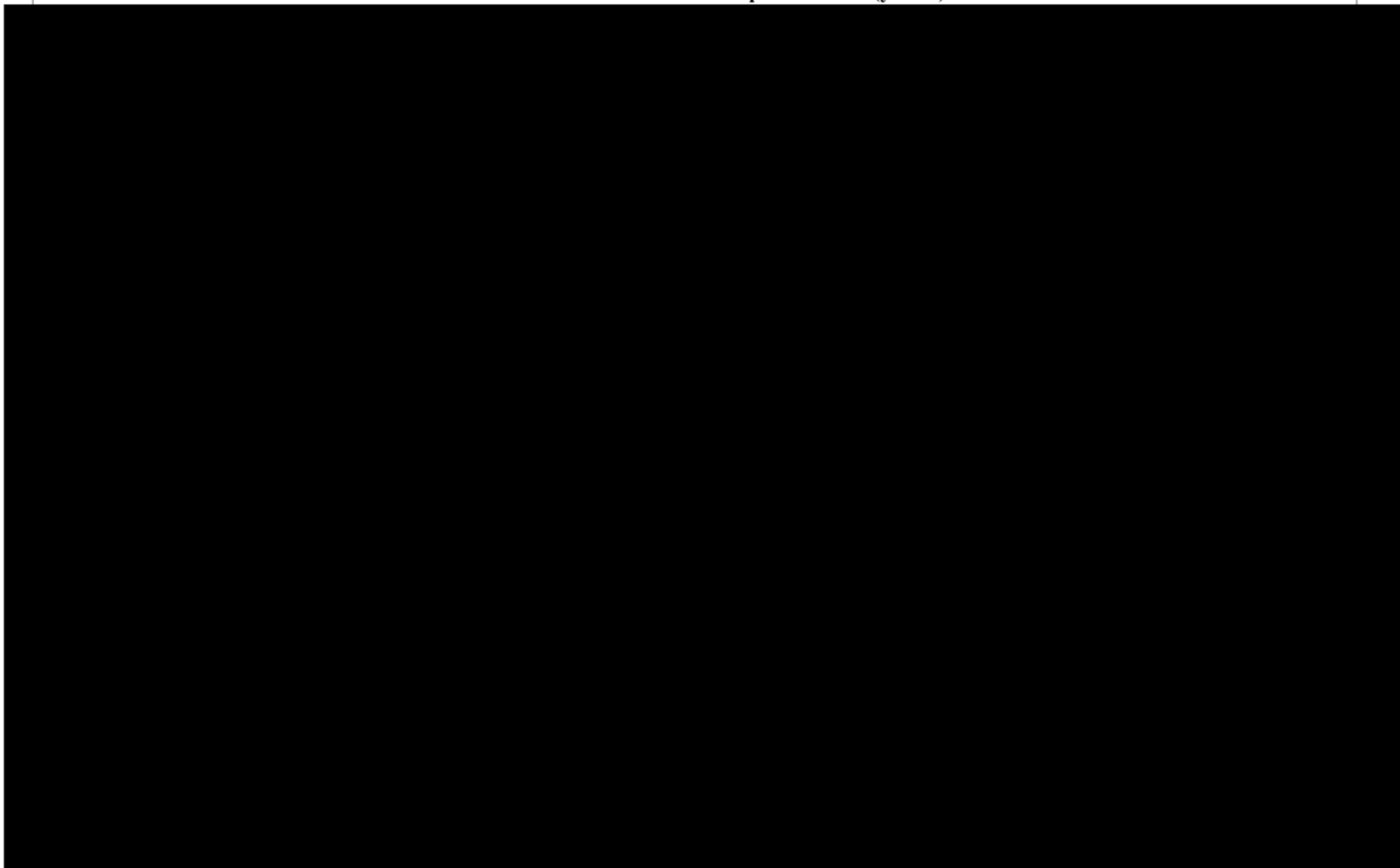


Figure E29. Network Attribute Scatter Plot

Age 65+ Share of Viewership (x-axis)
Viewer Head of Household White Share (y-axis)



Appendix F

1. Below I present the results of my econometric analysis of churn rates, which shows that the viewership of GSN prior to GSN's retiering had no statistically significant effect on post-retiering churn rates.

[illegible][illegible]

3. I estimate the following Probit regression model:

2

4.

Table F.2. Regression Results

[illegible]

11

Appendix G

1. Below I present the results of my econometric analysis, which estimates the number of S&E tier subscribers in April 2011 that could be attributed to GSN's retiering.

2. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Table G.1. Variables Description

[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

3. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Category	Value
Category 1	Value 1
Category 2	Value 2
Category 3	Value 3
Category 4	Value 4
Category 5	Value 5
Category 6	Value 6
Category 7	Value 7
Category 8	Value 8
Category 9	Value 9
Category 10	Value 10
Category 11	Value 11
Category 12	Value 12
Category 13	Value 13
Category 14	Value 14
Category 15	Value 15
Category 16	Value 16
Category 17	Value 17
Category 18	Value 18
Category 19	Value 19
Category 20	Value 20
Category 21	Value 21
Category 22	Value 22
Category 23	Value 23
Category 24	Value 24
Category 25	Value 25
Category 26	Value 26
Category 27	Value 27
Category 28	Value 28
Category 29	Value 29
Category 30	Value 30
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Category 93	Value 93
Category 94	Value 94
Category 95	Value 95
Category 96	Value 96
Category 97	Value 97
Category 98	Value 98
Category 99	Value 99
Category 100	Value 100

11

5. To estimate the number of S&E tier subscribers in April 2011 that could be attributed to GSN's retiering, I perform the following counter-factual experiment. [REDACTED]

[REDACTED]

[REDACTED] [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

6. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]